



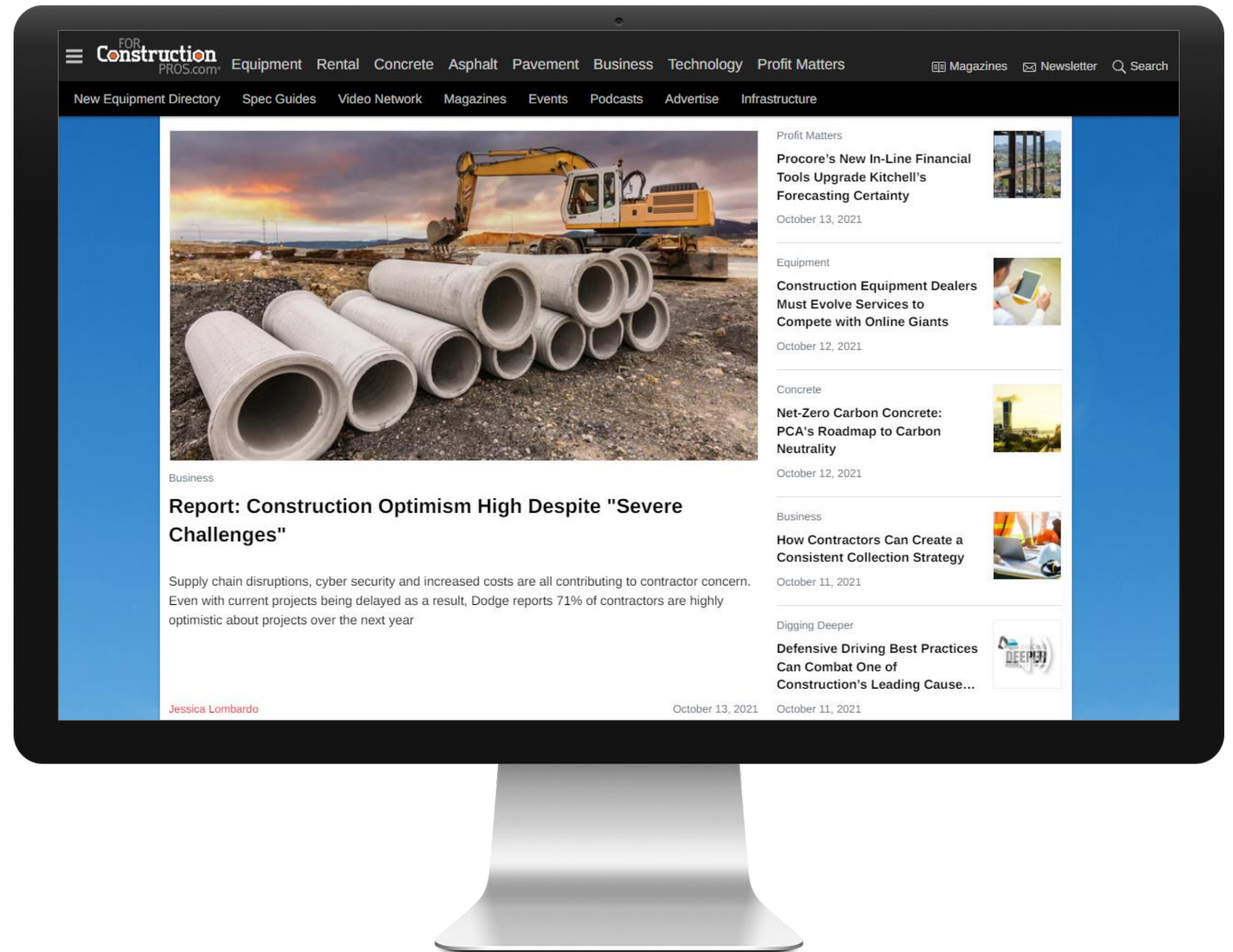
FOR  
**Construction**  
PROS.com®



# THE LARGEST MEDIA RESOURCE FOR CONSTRUCTION PROFESSIONALS

AC Business Media's construction portfolio has been delivering key information to construction professionals for more than 50 years. Our print and digital products are the market leaders in the construction equipment, asphalt, concrete, pavement maintenance and equipment rental verticals.

Over the last five decades of serving this industry, we have continued to invest in both our print and digital offerings to ensure that we are the most reliable resource for readers and the most effective partner for our advertisers. Our strength is connecting those construction buyers and sellers through targeted campaigns that can be tailored to accommodate a range of marketing objectives.



**FOR**  
**Construction**  
PROS.com

**ASPHALT**  
CONTRACTOR

**CONCRETE**  
CONTRACTOR

**Equipment**  
TODAY

**PAVEMENT**  
MAINTENANCE & RECONSTRUCTION

**Rental**

# CONSTRUCTION AUDIENCE SNAPSHOT

Our construction network spans across five key verticals and offers the largest reach available into the Construction industry as a whole. We offer industry-leading brands that target decision makers using a combination of trusted print publications and daily online content. **Our properties are known as the largest, and most impactful construction publications in the industry.**

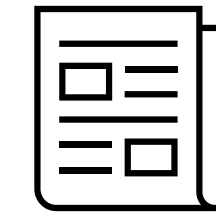
**WE REACH CONTRACTORS** in heavy construction, asphalt, concrete, paving and rental looking to gain industry knowledge in their field and make business planning decisions.

**WE PROVIDE CONTRACTORS** with fresh, relevant content delivered through industry-leading digital properties, magazines, newsletters, eblasts, videos, webinars, podcasts, whitepapers, social media sites and more.

## TOP SUBSCRIBER JOB FUNCTIONS:

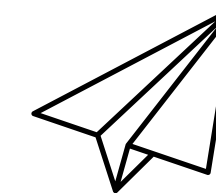
- 1) C-Level and other Corporate Leadership
- 2) Operations Management
- 3) Project Management
- 4) Equipment Management
- 5) Purchasing

## NETWORK AUDIENCE



**129,400+ MAGAZINE SUBSCRIBERS\***

\*COMPILED PUBLISHER'S DATA



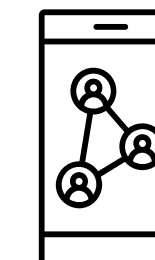
**167,700+ NEWSLETTER SUBSCRIBERS\***

\*COMPILED PUBLISHER'S DATA



**308,000+ AVERAGE MONTHLY WEBSITE VISITORS\*\***

\*\*JULY - DECEMBER 2021 DATA PROVIDED BY GOOGLE ANALYTICS



**210,000+ SOCIAL FOLLOWERS/FANS**

ACROSS ALL BRANDS

FOR  
**Construction**  
PROS.com

**ASPHALT**  
CONTRACTOR

**CONCRETE**  
CONTRACTOR®

**Equipment**  
TODAY®

**PAVEMENT**  
MAINTENANCE & RECONSTRUCTION

**Rental**™



# WE LISTENED AND ARE HERE TO HELP.

At ACBM we have the privilege of working with hundreds of clients across the construction industry – as a result, we have learned what does and does not work for their marketing needs. We’ve taken that knowledge, as well as the information you shared during our initial conversations, and crafted a customized campaign using the exact capabilities that will help achieve your marketing goals.



## WHO

**you are looking to target**

- Insert Target Audience info here

## WHAT

**you are trying to accomplish**

- Insert Campaign Objectives here

## HOW

**we are going to execute this campaign**

Two sentence summary of the approach we are taking with this campaign to deliver against the above direction. Talk high level about why you chose certain products, timing considerations, sequencing built into the plan, and anything else that sets the stage for the remainder of this presentation.



# PRODUCTS VS. OBJECTIVES HEAT MAP

Strategy	ACBM PRODUCTS	BRAND AWARENESS	WEBSITE TRAFFIC	PRODUCT LAUNCH	THOUGHT LEADERSHIP	LEAD GENERATION
Highly Targeted	Audience Journeys	BEST	Not Recommended	BEST	BETTER	BEST
High Volume	Audience Extension	BEST	BETTER	BETTER	Not Recommended	Not Recommended
Targeted	Custom eNews	BEST	BEST	Not Recommended	BEST	BEST
Targeted	Email Marketing	BEST	BEST	BEST	Not Recommended	BETTER
Volume	eNews Display Ad	BEST	BEST	BEST	Not Recommended	Not Recommended
Volume	eProduct Showcase	BEST	BETTER	BEST	Not Recommended	BETTER
Targeted	Event Sponsorship	BEST	Not Recommended	Not Recommended	BEST	BETTER
Highly Targeted	ENTENT	Not Recommended	Not Recommended	Not Recommended	Not Recommended	BEST
Targeted	inRead Ad Units	BEST	BETTER	BETTER	BEST	Not Recommended
Volume & Targeted	Lead Catalyst	Not Recommended	BEST	BETTER	Not Recommended	BEST
Targeted	Leaders Program	BEST	BEST	Not Recommended	BEST	BEST
Targeted	Microsite	BEST	Not Recommended	BEST	BEST	BETTER
Targeted	Native Display Ad	BETTER	BEST	BEST	BEST	Not Recommended
Volume or Targeted	Native Extension	BETTER	BEST	BEST	BEST	Not Recommended
Targeted	Podcast	BETTER	Not Recommended	Not Recommended	BEST	Not Recommended
Targeted	Pre-Roll Video	BEST	BETTER	BETTER	BEST	Not Recommended
Volume	Print Advertisements	BEST	BEST	BETTER	Not Recommended	Not Recommended
Volume	Product Spotlight	BETTER	BEST	BEST	Not Recommended	BEST
Volume	Simulcast	BEST	BETTER	BEST	BEST	Not Recommended
Volume or Targeted	Social Media Advertising	BEST	BEST	BEST	BEST	BEST
Highly Targeted	Sponsored Content (Gated)	Not Recommended	Not Recommended	BEST	BEST	BEST
Targeted	Sponsored Content (Non-Gated)	BETTER	Not Recommended	BETTER	BEST	Not Recommended
High Volume	Standard Online Display	BEST	BETTER	BETTER	Not Recommended	Not Recommended
Targeted	Takeover Units (Reskin)	BEST	BEST	BEST	Not Recommended	Not Recommended
Highly Targeted	Webinar	Not Recommended	Not Recommended	Not Recommended	BEST	BEST
Highly Targeted	Whitepaper	Not Recommended	Not Recommended	Not Recommended	BEST	BEST
ACBM Services						
	Social Profile Managment	BEST	BEST	BETTER	BETTER	BEST
	Video Production	BEST	Not Recommended	BEST	BEST	Not Recommended
	Sponsored Content Creation	BETTER	BEST	BEST	BEST	BEST

KEY

BEST	BETTER	GOOD
Not Recommended		



# RECOMMENDED PRODUCT STACKS

BRAND AWARENESS	WEBSITE TRAFFIC	PRODUCT LAUNCH	THOUGHT LEADERSHIP	LEAD GENERATION
Custom eNews	Email Marketing	eProduct Showcase	Microsite	Sponsored Content (Gated)
eNews Display Ad	Product Spotlight	Simulcast	Sponsored Content (Non-Gated)	Audience Journeys
Event Sponsorship	Native Display Ad	Email Marketing	Custom eNews	Webinar
InRead Ad Units	Native Extension	Product Spotlight	Podcast	Whitepaper
Microsite	Custom eNews	Native Display Ad	Event Sponsorship	Lead Catalyst
Pre-Roll Video	Social Media Advertising	Native Extension	Webinar	Microsite
Print Advertisements	Takeover Units (Reskin)	Social Media Advertising	Whitepaper	Event Sponsorship
Simulcast	Standard Online Display	Takeover Units (Reskin)	Audience Journeys	eProduct Showcase
Social Media Advertising	Audience Extension	Standard Online Display	Sponsored Content (Gated)	Email Marketing
Standard Online Display	eProduct Showcase	Audience Extension	InRead Ad Units	Social Media Advertising
Audience Extension	InRead Ad Units	Print Advertisements	Pre-Roll Video	Custom eNews
Leaders Program	Pre-Roll Video	Lead Catalyst	Simulcast	Product Spotlight
Takeover Units (Reskin)	Simulcast	InRead Ad Units	Native Display Ad	
Product Spotlight	eNews Display Ad	Pre-Roll Video	Native Extension	
Native Display Ad	Print Advertisements	Sponsored Content (Non-Gated)	Social Media Advertising	
Native Extension	Lead Catalyst	eNews Display Ad		
Podcast		Audience Journeys		
Sponsored Content (Non-Gated)		Microsite		
Audience Journeys		Sponsored Content (Gated)		
Email Marketing				
eProduct Showcase				

KEY

BEST

BETTER

GOOD



# BRAND OVERVIEW





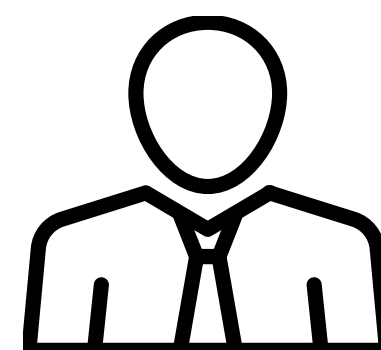
## THE ONLY INDUSTRY SOURCE

providing cutting edge information on the entire lifecycle of asphalt pavements - from production to paving to preservation - in every issue



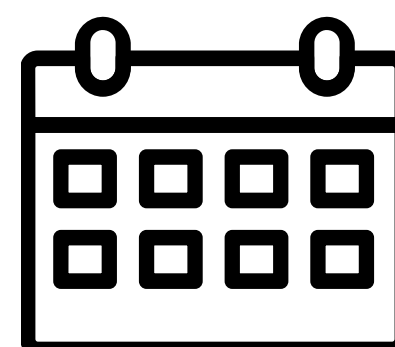
**10** ISSUES PER YEAR

**10,030** MAGAZINE SUBSCRIBERS\*



### WHO WE REACH:

asphalt contractors, HMA/WMA producers, and public works specifiers with road jurisdiction in three major sectors: paving, preservation and plants



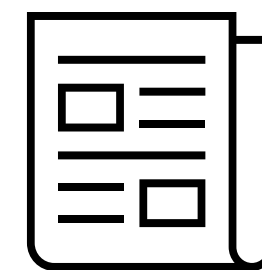
**EDITORIAL CALENDER** >>>





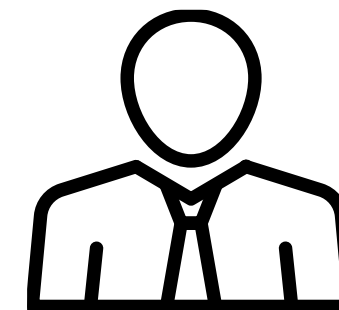
## THE LEADING TRADE MAGAZINE IN THE CONCRETE INDUSTRY

We deliver original content to help contractors build their projects and run their businesses more efficiently and profitably. We are the number one source for new product information.



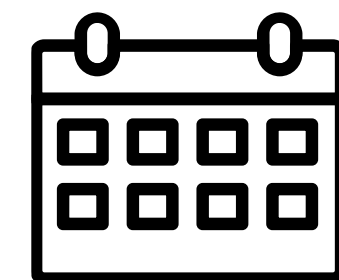
**6** ISSUES PER YEAR

**28,008** MAGAZINE SUBSCRIBERS\*

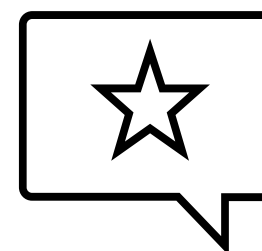


### WHO WE REACH:

contractors engaged in residential and commercial concrete construction, general contractors that self-perform concrete, and other concrete contractors, including decorative and polished concrete contractors, government (city, county, dot, FAA) and others allied to the field



**EDITORIAL CALENDAR** >>>



### SPECIAL EDITIONS:

**SNOWPRO:** delivered with the October/November issue

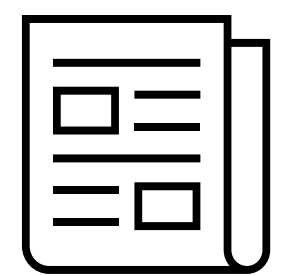
**TOTAL CIRCULATION: 76,480**





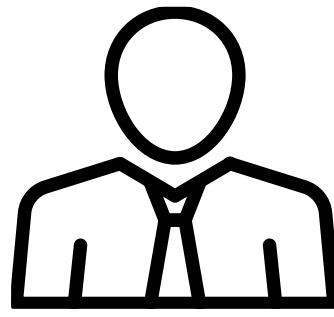
# OUR FLAGSHIP PUBLICATION IN A TABLOID SUPERSIZE

Equipment Today provides independent, insightful content about equipment best practices - including selection, application and maintenance - and options to acquire and manage assets.



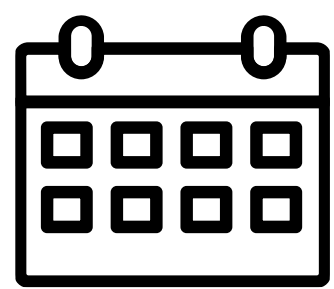
**12** ISSUES PER YEAR

**77,011** MAGAZINE SUBSCRIBERS

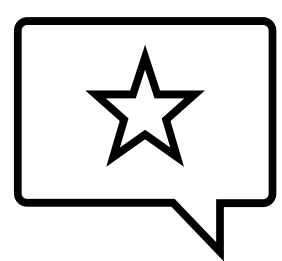


## WHO WE REACH:

highway/heavy construction and general building construction professionals interested in optimizing their ROI on construction equipment. more specifically, contractors in commercial and residential projects; contractors in electrical, demolition, mechanical and masonry/stonework; construction material producers and utility/power co-ops; and distributors and dealers of construction equipment, materials, and supplies.



**EDITORIAL CALENDER** >>>



## SPECIAL EDITIONS:

**SNOWPRO:** delivered with the September/October issue  
**TOTAL CIRCULATION: 76,480**

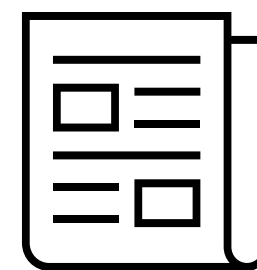
**IPAF ELEVATING SAFETY:** delivered with the August issue  
**TOTAL CIRCULATION: 97,000**



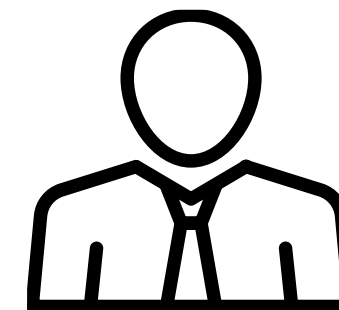


## THE OFFICIAL MAGAZINE OF NATIONAL PAVEMENT EXPO

Targets contractors who make a living from paving and pavement maintenance. We provide “how-to” information to help contractors run their businesses more profitably and stay up-to-date on industry trends, technological developments in materials and equipment, and on-the-job techniques that can improve productivity and add to their bottom line.

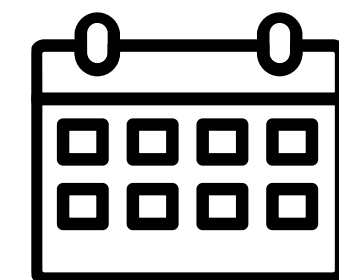


**8 ISSUES PER YEAR**

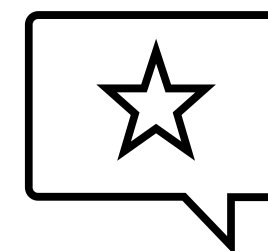


### WHO WE REACH:

contractors in the paving, sealcoating, pavement marking, sweeping, crack repair and pavement repair industries, as well as equipment manufacturers, material producers, government officials (federal, state, county, local); dealers/distributors, and HMA producers



**EDITORIAL CALENDER >>>**



### SPECIAL EDITIONS:

**SNOWPRO:** delivered with the May/June and October/November issues

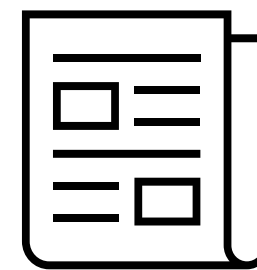
**TOTAL CIRCULATION: 76,480**





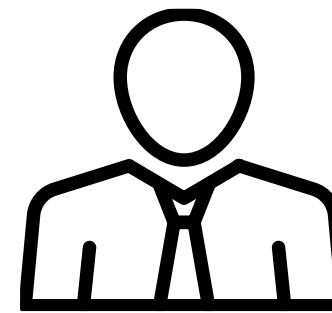
## TARGETED REACH TO THE MOST DECISION MAKERS

We provide equipment rental owners and managers the information they need to effectively run a profitable enterprise. In addition to discussing how to effectively manage assets, rental provides subscribers with important economic forecasts, customer-centric insight, and back-office issues surrounding personnel and finance.



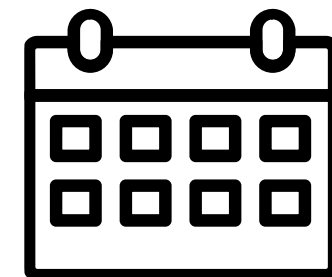
**8 ISSUES PER YEAR**

**20,015 MAGAZINE SUBSCRIBERS\***

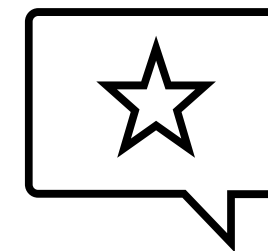


### WHO WE REACH:

rental businesses that supply tools and equipment to the construction, industrial, and DIY markets.



**EDITORIAL CALENDER >>>**



### SPECIAL EDITIONS:

**IPAF ELEVATING SAFETY:** delivered with the August issue

**TOTAL CIRCULATION: 97,000**





# PRINT & DIGITAL OPPORTUNITIES



# CUSTOM PRINT OFFERINGS



## Calendars

A useful tool for your customers while providing yearlong exposure for your brand



## Inserts

Large format space, printed on heavier paper stock making it quickly found within the issue and easily removable to save for future reference.



## Outserts

By polybagging with print, your marketing material is being delivered to a qualified audience in a high impact format. In addition to postage savings, your materials are the first readers see, even before opening the magazine.



## Cover Positions

Stand out using the magazine's best inventory – the front cover. With great retention rate, these highly effective ad units are offered in several varieties including False Covers, Belly Bands, Wraps, Bookmarks and more.



## Tradeshaw Promotions

ACBM offers turnkey trade show sponsorships which are enjoyable to the attendee all while enhancing your brand and driving traffic to your booth.



## Sponsored Content Insert

Work with editorial to develop a topic that is of high interest to our readers and is presented as an insert with sponsorship recognition and branding. Take it to the next level and turn this insert into an interactive microsite with enhanced graphics, content and tools to enhance the user experience.





# CONSTRUCTION NEWSLETTERS

 **167,700+** TOTAL NEWSLETTER SUBSCRIBERS

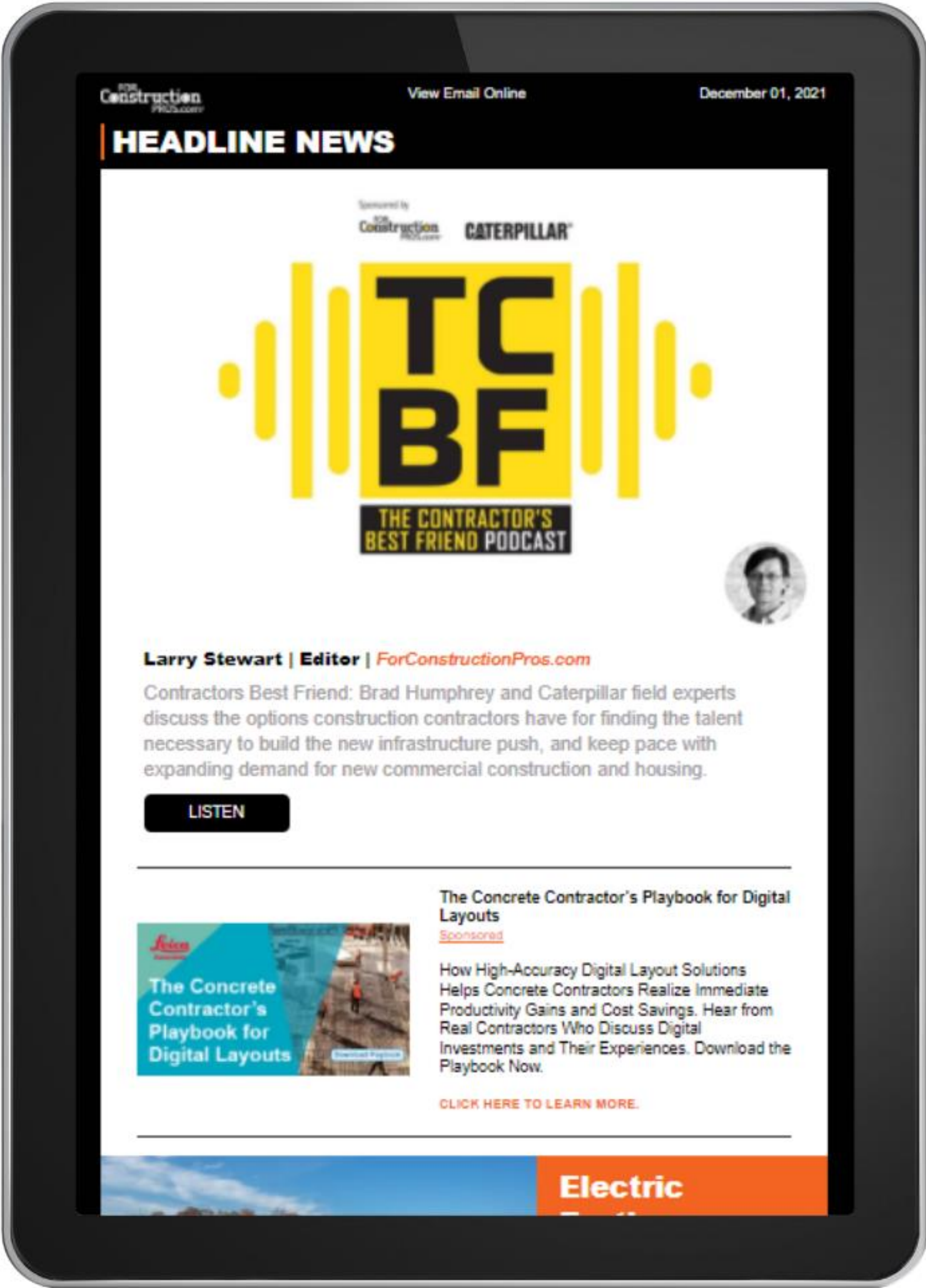
We publish **20 tailored newsletters for the Construction community**, that are sent out at different frequencies – from daily to monthly. Each newsletter has a targeted subscriber list based on the subject matter, curated from the most relevant content on our core websites and within our print publications.

## NEWSLETTERS SPECS

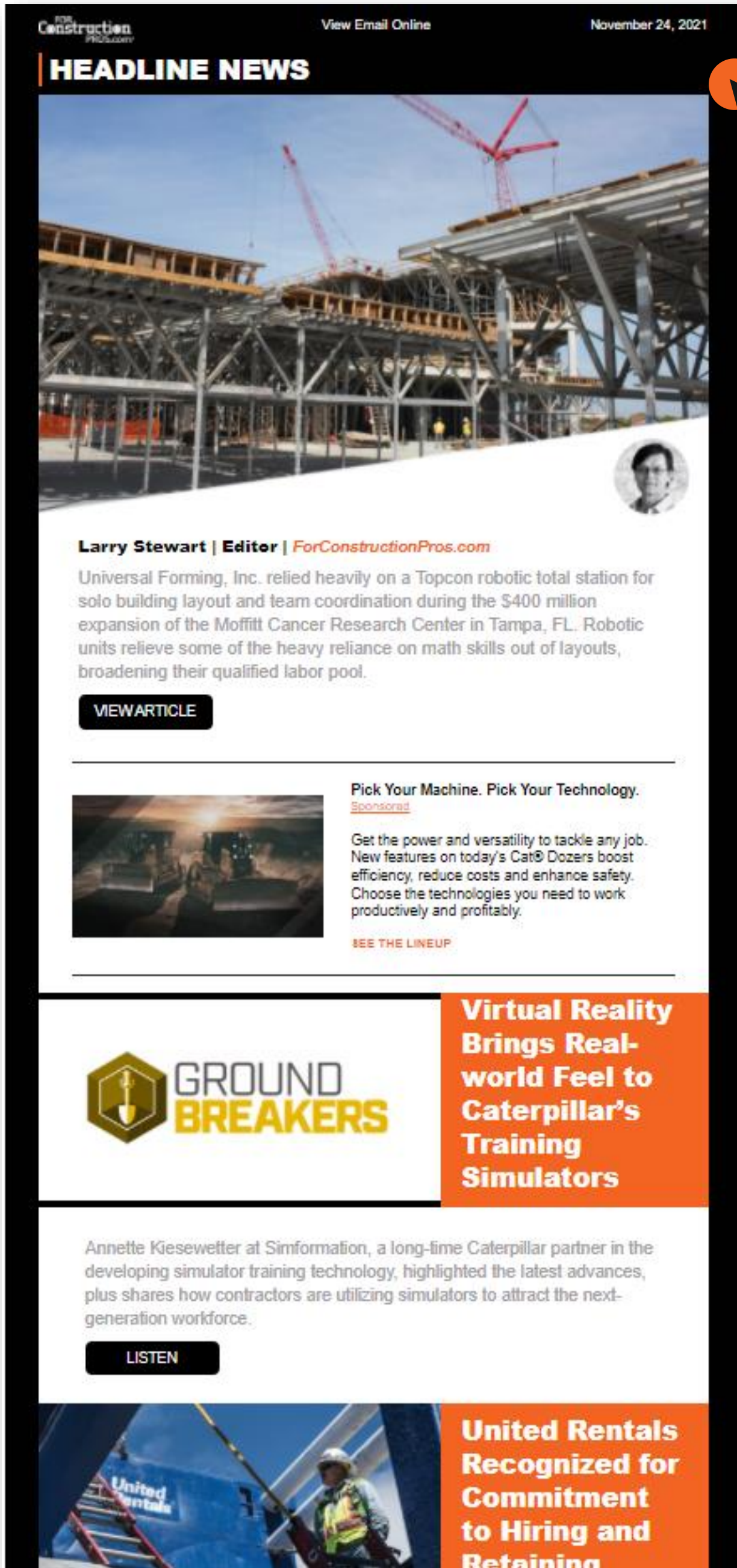
NEWSLETTER

LEADERBOARD  
600x100 static JPG, GIF, or PNG is required (static or animated)

SPONSORED PLACEMENT  
320x180 image, 5-7 Word Headline, and 300 Character Description







# FORCONSTRUCTIONPROS.COM NEWSLETTERS

## HEADLINE NEWS

Our Construction Network editors scan the day's news Monday through Friday for insights with the greatest impact on the construction industry for both commercial and residential.

**WHO WE REACH:** Corporate, operation, project, equipment maintenance, and purchasing management titles from highway/heavy, commercial, residential, equipment dealers and rental businesses

**DEPLOYMENT:** Daily

**SUBSCRIBERS\*:** 970,100+

[VIEW EXAMPLE](#)

## INFRASTRUCTURE IMPACT

Brought to you by the experienced editors of ForConstructionPros.com, infrastructure impact provides readers with weekly updates on infrastructure funding and the biggest construction projects affecting the industry.

**WHO WE REACH:** Corporate, operation and supervisory management titles, and construction business owners from various fields of construction that touch the infrastructure industry.

**DEPLOYMENT:** Weekly

**SUBSCRIBERS\*:** 23,700+

[VIEW EXAMPLE](#)





# FORCONSTRUCTIONPROS.COM NEWSLETTERS

## CONSTRUCTION TECHNOLOGY TRENDS

Giving small-medium sized construction contractors in the early stages of technology exploration and adoption information on how such tools may impact their project productivity as well as new ideas and opportunities to consider implementing in their own business.

**WHO WE REACH:** Corporate, operation, project, equipment maintenance, purchasing management titles from highway/heavy, commercial, residential, equipment dealers and rental businesses

**DEPLOYMENT:** Monthly

**SUBSCRIBERS\*:** 28,100+

[VIEW EXAMPLE](#)

## MODERN FLEET MANAGEMENT

Covers best practices, strategy, and news to improve control and cost efficiency of operating construction equipment fleets.

**WHO WE REACH:** Operation and equipment management professionals that work in corporate management, operating with a sales volume of \$5 million or more

**DEPLOYMENT:** Monthly

**SUBSCRIBERS\*:** 13,100+

[VIEW EXAMPLE](#)

## THE CONTRACTOR'S BEST FRIEND

Written by Brad Humphrey, a veteran construction-industry consultant, this newsletter offers down-to-earth, how-to advice to help contractors of any size -- in any industry -- improve the management and operation of their businesses.

**WHO WE REACH:** Corporate, operation, project, equipment maintenance, purchasing management titles from highway/heavy; commercial concrete; asphalt producers, contractors, dealers and manufacturers, and government public works; pavement maintenance and reconstruction; equipment dealers; and rental businesses

**DEPLOYMENT:** Monthly

**SUBSCRIBERS\*:** 96,500+

[VIEW EXAMPLE](#)

## THE TRUCK REPORT

Features the news, insights, product evaluations, and innovations important to running construction trucks effectively.

**WHO WE REACH:** Corporate, operation, project, equipment maintenance, purchasing management titles from highway/heavy, commercial, residential, equipment dealers, and rental businesses

**DEPLOYMENT:** Monthly

**SUBSCRIBERS\*:** 69,900+

[VIEW EXAMPLE](#)





# FORCONSTRUCTIONPROS.COM EXCLUSIVELY SPONSORED NEWSLETTERS

Available as a 6- or 12-month sponsorship and includes 600x100, Sponsored Content Banner ad and Sponsorship Logo within the Newsletter plus Standard Banners with banners at 10,000 monthly impressions linking to the Newsletter Content.

## CRANE CONNECTION

Crane-focused newsletter, centered around "the inside scoop on the crane market", featuring news, products, job stories and more.

### WHO WE REACH:

Corporate, operation, project managers in the construction industry, as well as owners, partners, presidents, and general managers in the rental industry.

**SUBSCRIBERS\*: 23,500+**

[VIEW EXAMPLE](#)

## FLEET MAINTENANCE REPORT

The Fleet Maintenance Report provides tips and information to help fleet managers and technicians operate more efficiently and stay current with the latest practices and technologies.

**WHO WE REACH:** Fleet and equipment maintenance personnel

**SUBSCRIBERS\*: 44,500+**

[VIEW EXAMPLE](#)

## LUBE REPORT

Provides construction contractors with news, insights, products, and how-to articles about the best use of oils, lubricants, and grease for their equipment fleets.

### WHO WE REACH:

Corporate, operation, project, equipment maintenance, purchasing management titles from highway/heavy, commercial, residential, equipment dealers and rental businesses

**SUBSCRIBERS\*: 40,700+**

[VIEW EXAMPLE](#)

## NEW MACHINE SOLUTIONS

Showcases the newest products and equipment for construction contractors.

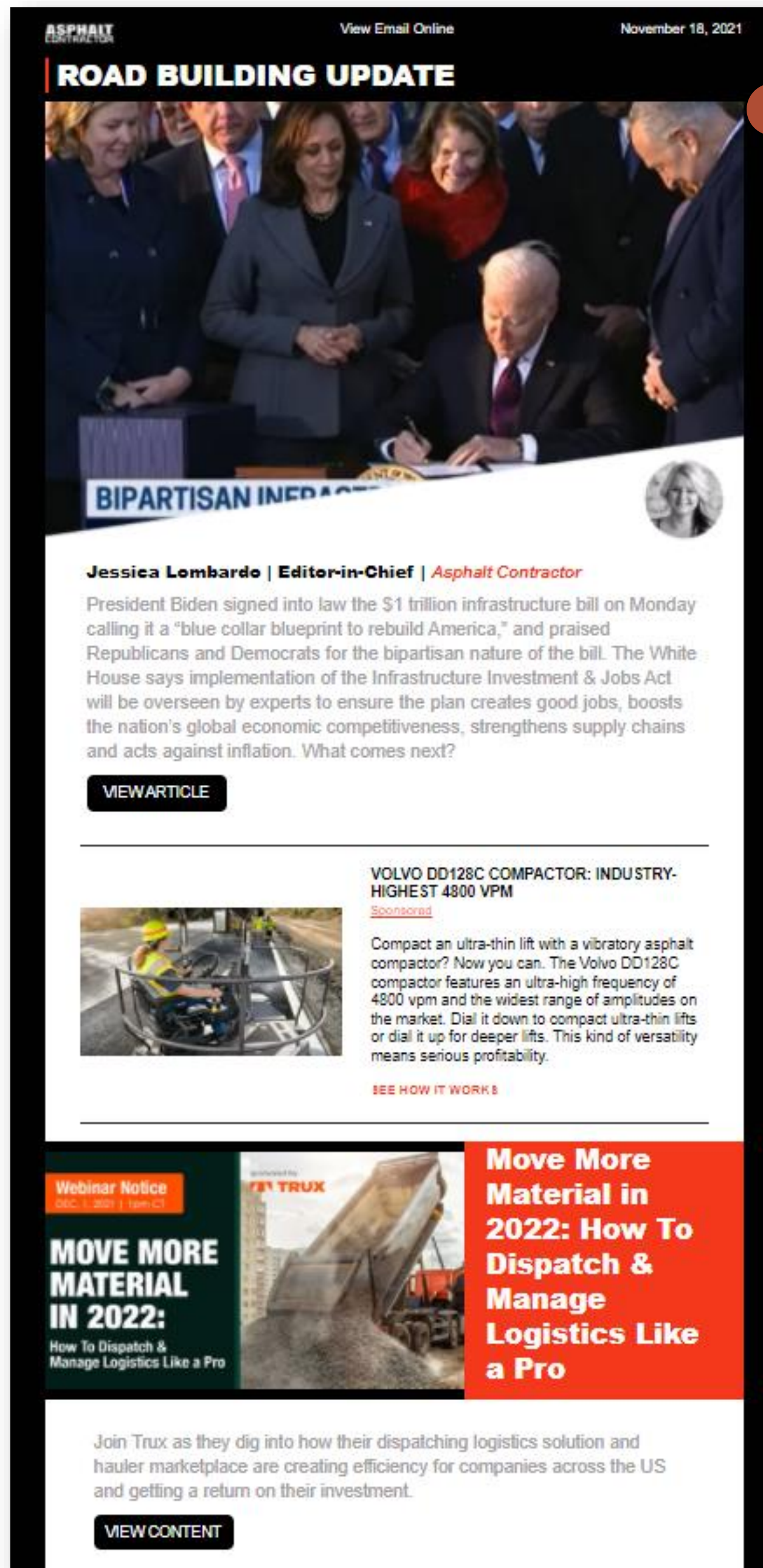
### WHO WE REACH:

Corporate, operation, project, equipment maintenance, purchasing management titles from highway/heavy, commercial, residential, equipment dealers and rental businesses

**SUBSCRIBERS\*: 56,700+**

[VIEW EXAMPLE](#)





# ASPHALT CONTRACTOR NEWSLETTER

## ROAD BUILDING UPDATE

Provides the latest insight into news and events for the asphalt highway construction community.

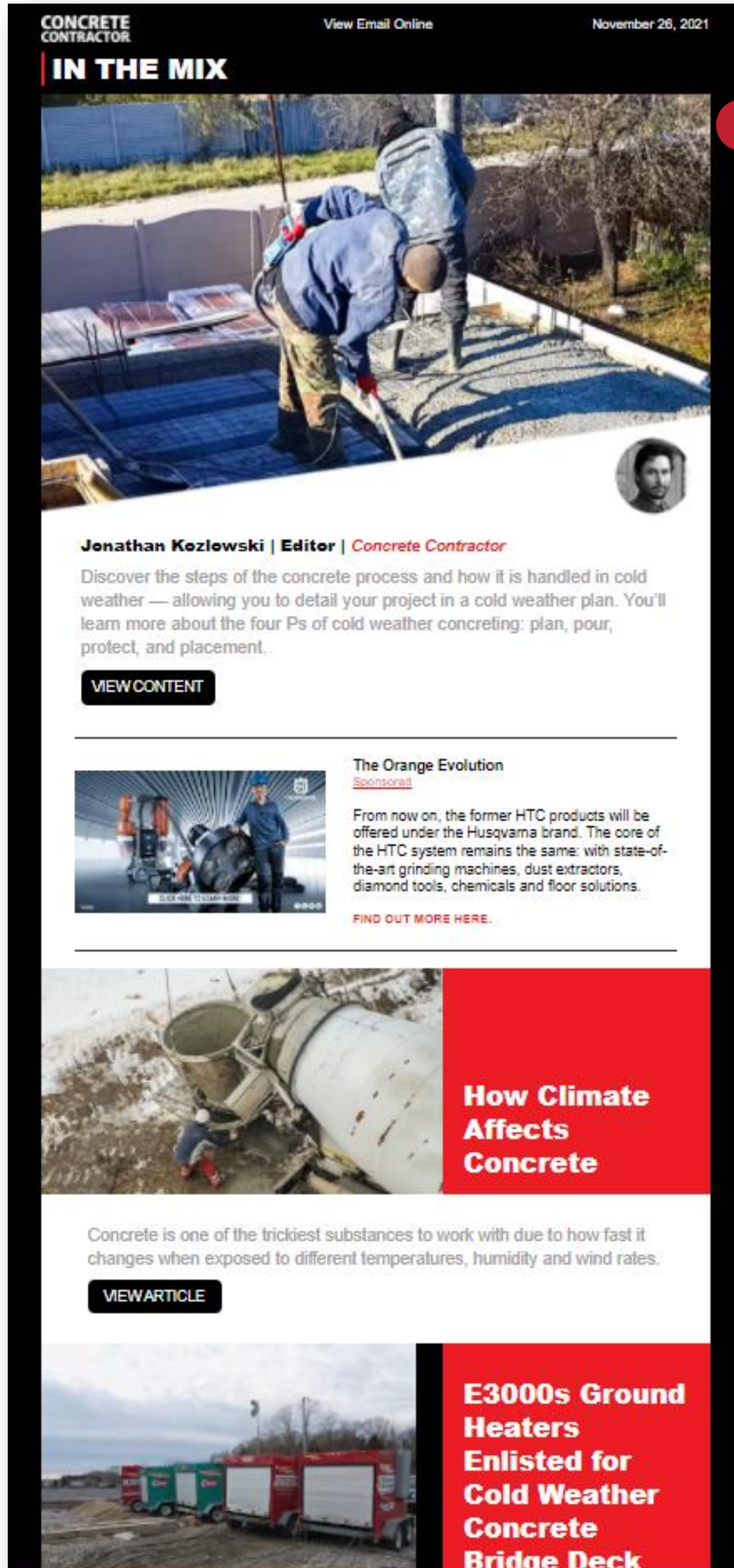
**WHO WE REACH:** corporate, operations, project and fleet management titles as asphalt producers and contractors, dealers & manufacturers of asphalt products/equipment

**DEPLOYMENT:** Monthly

**SUBSCRIBERS\*:** 17,500+

[VIEW EXAMPLE](#)





# CONCRETE CONTRACTOR NEWSLETTER

## IN THE MIX

Brought to you by concrete contractor magazine, this newsletter appeals to the broad interests of the cast-in-place concrete business owner, covering concrete industry topics such as news, new products, job site articles and business management.

**WHO WE REACH:** management, supervisory field & equipment staff of contractors engaged in residential and commercial concrete construction, and general concrete contractors

**DEPLOYMENT:** Weekly

**SUBSCRIBERS\*:** 40,900+

[VIEW EXAMPLE](#)

**CONCRETE  
CONTRACTOR®**



# EQUIPMENT TODAY NEWSLETTER

## BREAKING GROUND

Information on the latest equipment, as well as business and fleet management tips that can help commercial construction contractors improve efficiency, productivity, and profitability on their job site, as well as recent news and events impacting the construction marketplace.

**WHO WE REACH:** corporate and operations management for grading & excavating, commercial, residential & tract, and others allied to the field

**DEPLOYMENT:** Weekly

**SUBSCRIBERS\*:** 67,800+

[VIEW EXAMPLE](#)

## CONSTRUCTION ZONE SAFETY

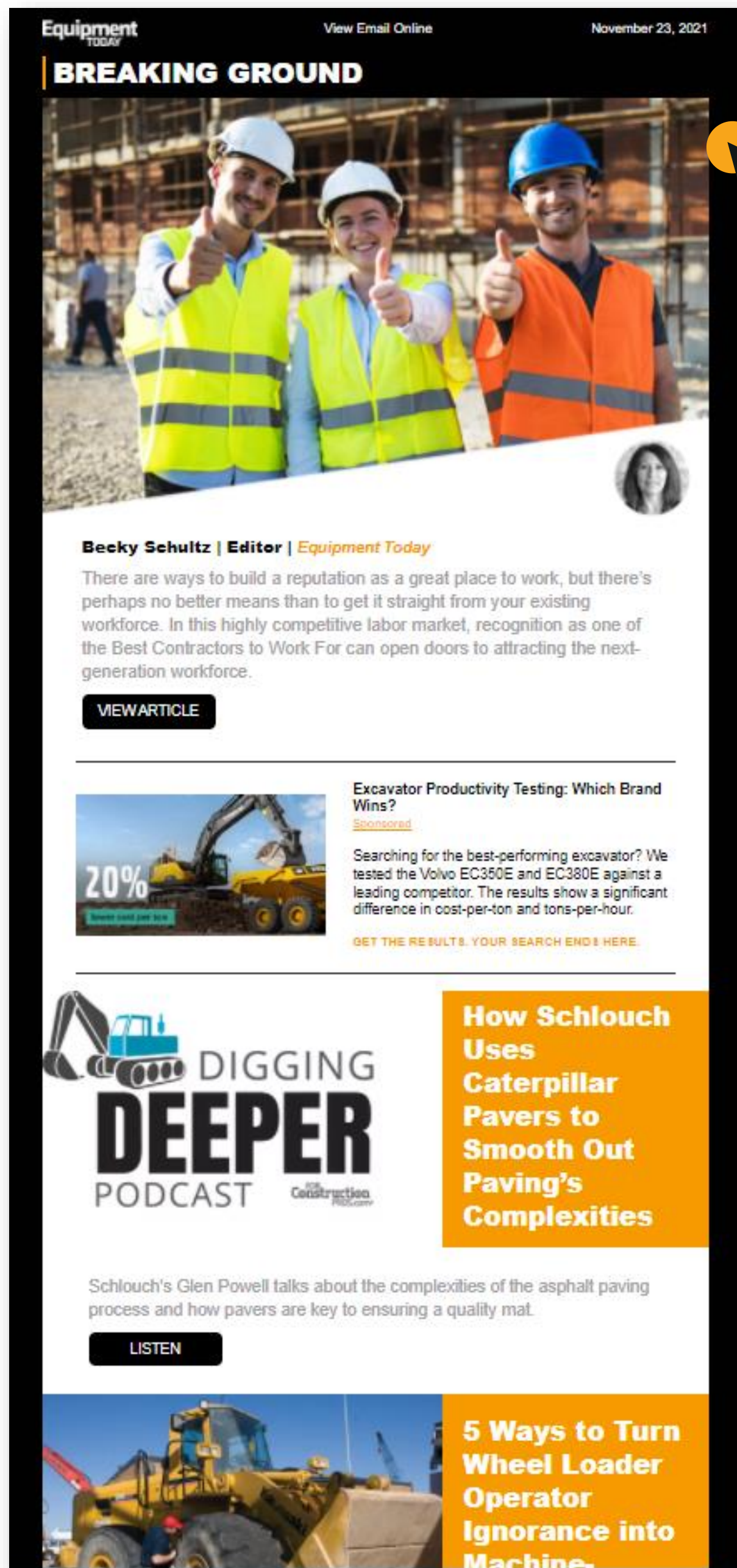
Important safety information for construction professionals.

**WHO WE REACH:** corporate, operation, project, equipment maintenance, and purchasing management titles

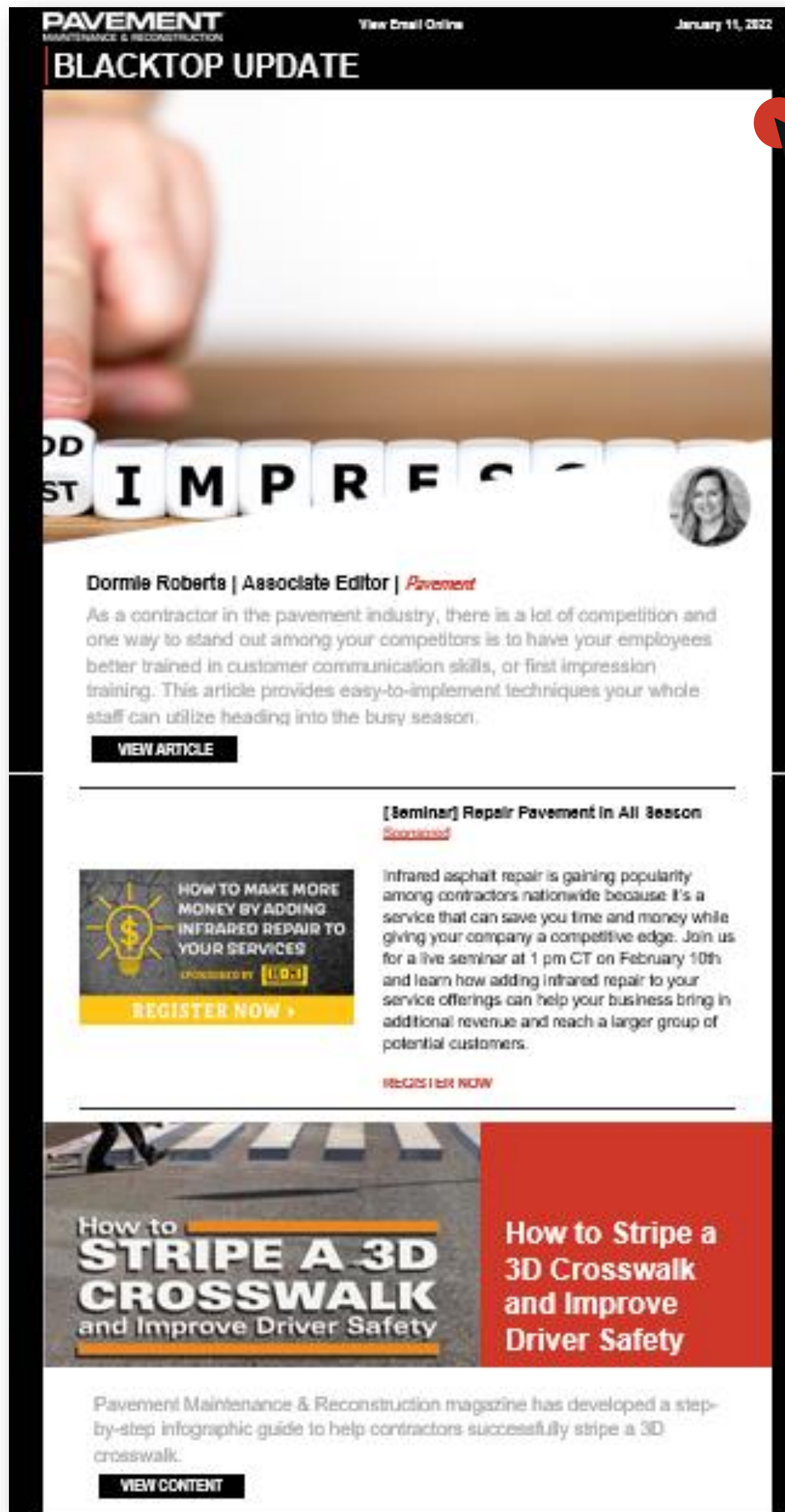
**DEPLOYMENT:** Monthly

**SUBSCRIBERS\*:** 56,900+

[VIEW EXAMPLE](#)







# PAVEMENT MAINTENANCE & RECONSTRUCTION NEWSLETTER

## BLACKTOP UPDATE

"How-to" tips, contractor profiles, job stories, new products, management insights, and the latest news about paving, sweeping, striping, and repairing pavements.

**WHO WE REACH:** corporate and supervisory management, and operations personnel in the paving, sealcoating, pavement marking, and sweeping industries

**DEPLOYMENT:** Monthly

**SUBSCRIBERS\*: 19,600+**

[VIEW EXAMPLE](#)





# RENTAL NEWSLETTERS

## POWER RENTAL

Rental trends and usage for power generation equipment, providing readers with information about how to capitalize on the need for these products to grow their businesses.

### WHO WE REACH:

Construction and rental markets

**DEPLOYMENT:** Monthly

**SUBSCRIBERS\*:** 61,500+

[VIEW EXAMPLE](#)

## RENTAL MARKET WATCH

The latest regional outlook, hot products, and rental industry news.

**WHO WE REACH:** Corporate, sales and general management, supervisor/foreman at general rental centers primarily engaged in the business of renting

**DEPLOYMENT:** Weekly

**SUBSCRIBERS\*:** 29,200+

[VIEW EXAMPLE](#)

## RENTAL WATCH

Provides the latest news on the equipment rental industry, as well as economic insight into the construction and equipment markets that affect it. Weekly highlights include new products and link to unique features, videos and interactive elements rental professionals are looking for.

**WHO WE REACH:** Corporate, sales and general management, supervisor/foreman at general rental centers primarily engaged in the business of renting

**DEPLOYMENT:** Weekly

**SUBSCRIBERS\*:** 29,200+

[VIEW EXAMPLE](#)

## IPAF ELEVATING SAFETY

Elevating Safety provides general guidelines for safety and best practices in the use of powered access equipment.

**WHO WE REACH:** Commercial construction professionals and equipment rental business owners

**DEPLOYMENT:** Sponsored

**SUBSCRIBERS\*:** 61,700+

[VIEW EXAMPLE](#)



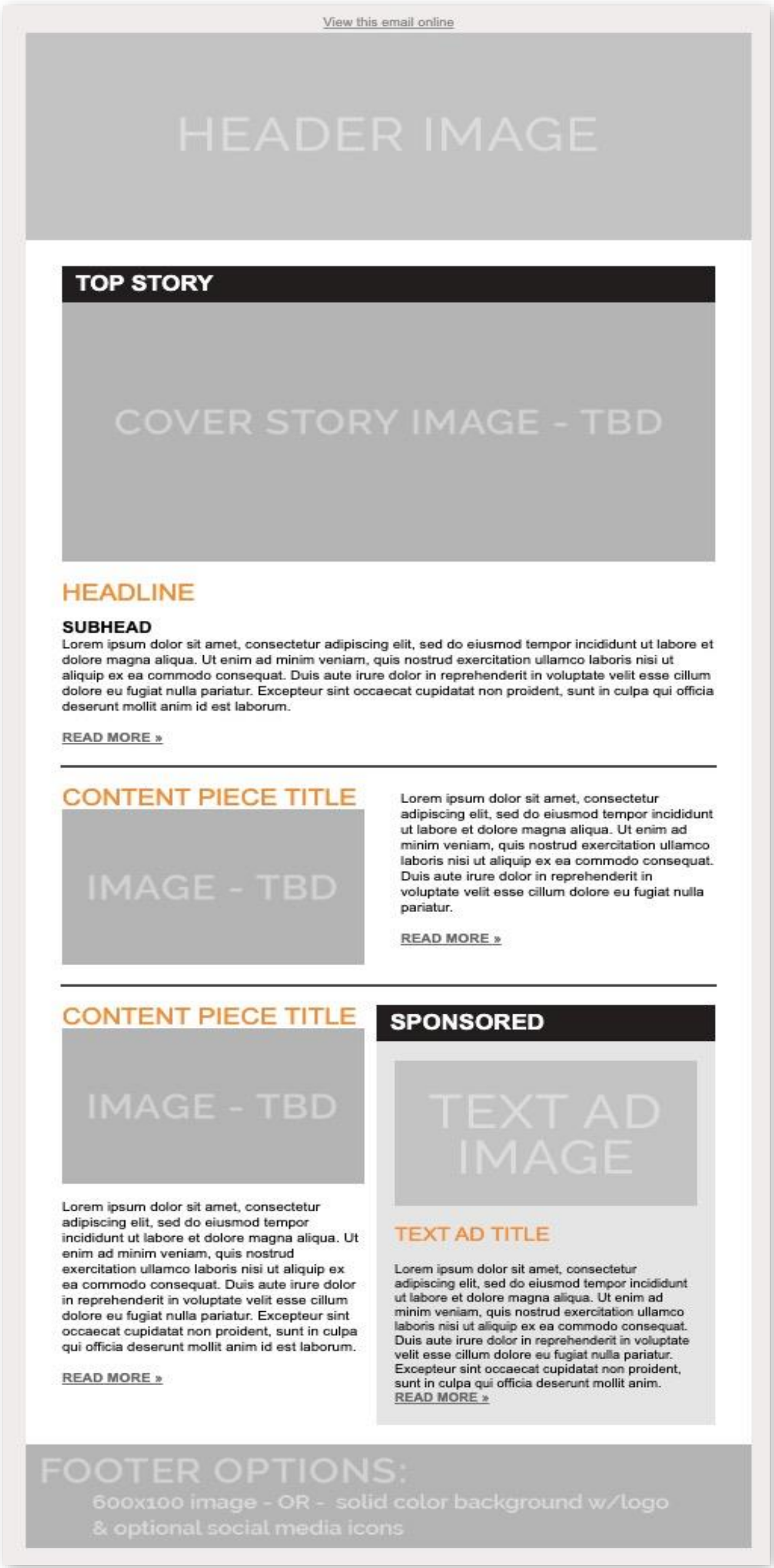
# CUSTOM NEWSLETTERS

We can produce a fully customized Newsletter for you, including content that is either written by our editorial team, provided by your team or both. These custom Newsletter mailings are intended to focus on key industry topics and subject matter that are important to the audience and align well with your brand. You will be the exclusive sponsor of each distribution.

The exact target segment for a Custom Newsletter is determined by our audience development team, based on your direction, and will influence pricing.

## PROMOTION INCLUDED IN EACH CUSTOM NEWSLETTER

- Client provided content: 2-3 articles with one photo per article
- Header Image: 600x200 (static JPG, GIF, PNG)
- Optional ads to include: 600x100, 300x250 or Sponsored Placement (static JPG, GIF or PNG)





# DEDICATED EMAILS

One of the most impactful ways to communicate the value of your products and services directly to our audience is through a dedicated html email. This venue gives you ample space to showcase important imagery, marketing copy and the specific call-to-actions you wish to communicate to potential customers.

Leverage our database of over 375,600 available recipients that can be segmented to reach targeted audience.

## EACH DEDICATED EMAIL WILL INCLUDE:

1. Pre-designed, HTML email message with all included images/copy/links
2. Subject line
3. Pre-header
4. ACBM team will oversee testing, Q/A, send and full reporting for each mailing



### Choosing the Right Motor Grader for your Operation

We're all multitaskers these days – shouldn't our equipment be, too? If you're looking for a machine that can wear as many hats as you do, look no further than the motor grader. From finish grading to sloping banks, from cutting ditches to clearing snow, if it's precision you need, motor graders deliver. The only challenge? Deciding which of today's many models is the best fit for your operation.

Sponsored by:



Hosted by:



Jason Hurdiss  
Caterpillar Inc.  
Construction Industries –  
Quarry & Aggregates

In this webinar, Caterpillar will walk through all your options for motor graders, sense for motor graders, as you make your selection, technologies and attachments more out of your grader, you can turn this multitasker into your biggest moneymaker.

Register

Can't make the webinar?



Join us on August 25th at 1pm Central to hear Dr. Ray Gallant with Volvo Construction Equipment share his insights into the electromobility movement in the construction industry. You'll get a firsthand report on:

- The sustainability movement and how it's increasingly affecting contractors
- What to know about electric machines before making the switch

Plus, you'll get an exclusive first look at real-world results from electric pilot customer Baltic Sands Inc.

Don't miss out on this exclusive update as electric machines make their way onto more and more jobsites across North America.

Register Now »

Volvo Construction | 304 Volvo Way | Shippensburg, PA 17257



CONTRACTOR CHOICE  
**Flex-A-Fill**  
PROFESSIONAL GRADE  
HOT-APPLIED ASPHALT CRACK SEALANT



## Flex-A-Fill®

Hot-Applied Asphalt Crack Sealant by Crafco



Parking Lots



Driveways



Streets



Crack Sealant for Professional Results

AVAILABLE IN-STORE AT



is a parking lot, driveway, or street; the...  
ble. With contractor-choice Flex-A-Fill®  
routine maintenance efforts, accelerated  
ing can be prevented and pavement

is a hot-applied, highly adhesive polymer  
ally engineered to extend pavement surface life  
driveways, or streets. A low-viscosity, self-  
ill® Professional Grade easily penetrates  
n cold temperatures and tracking when

is ideally used for sealing cracks in:



# VIDEO UNITS

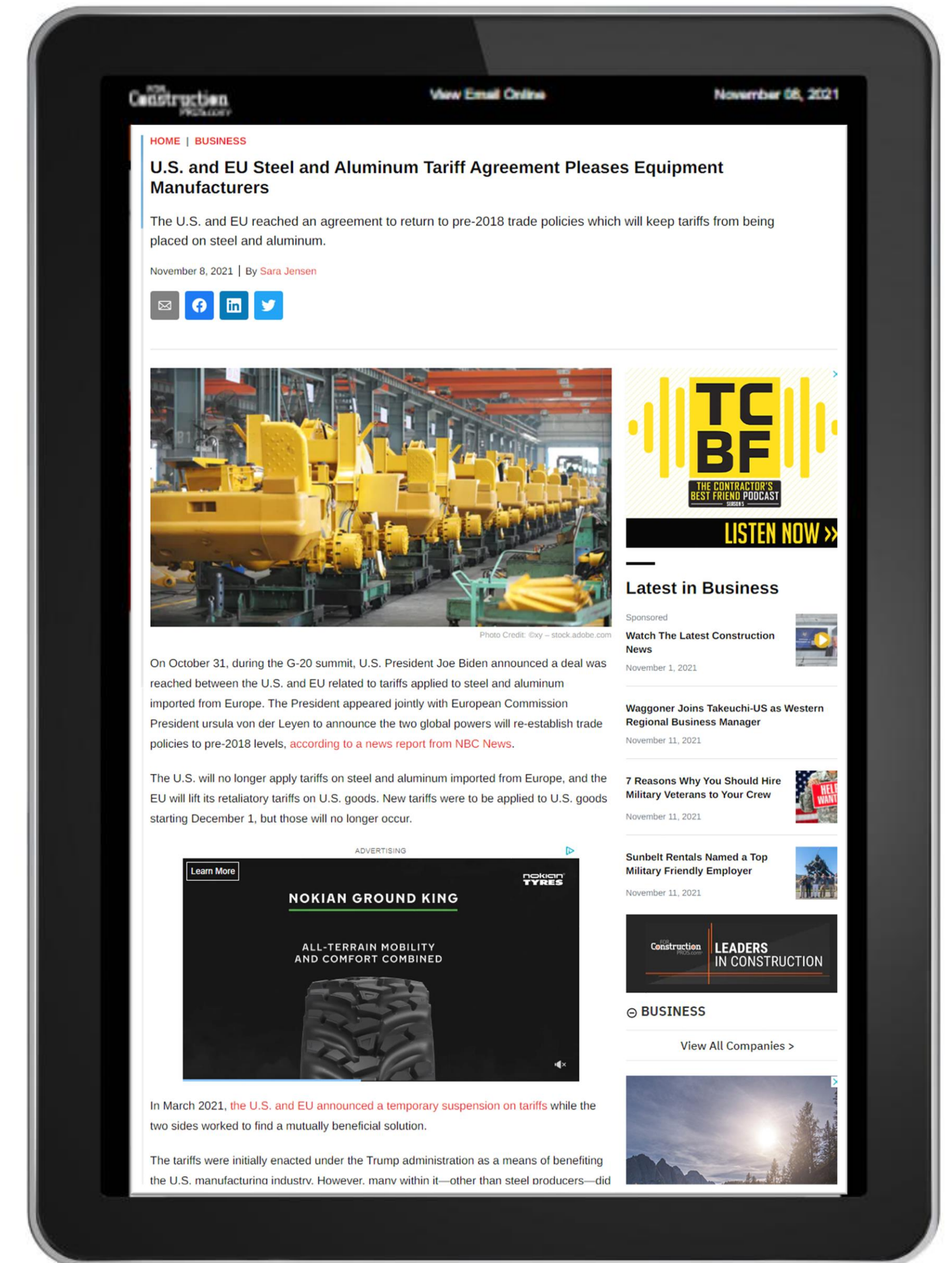
We have two primary opportunities to amplify the value of your video assets to targeted segments of the ACMB community. These placements give you an opportunity to align your video with relevant landscape content, whether it is a short video ad or a teaser for a longer segment.

## PRE-ROLL

- Runs before video content on our sites as well as to targeted audiences across social platforms and retargeted offsite impressions
- Can run as pre-, mid- or post -roll
- Minimum 50K impressions per campaign
- :06, :15 or :30 second video assets are accepted (skippable after 6 seconds)

## INREAD

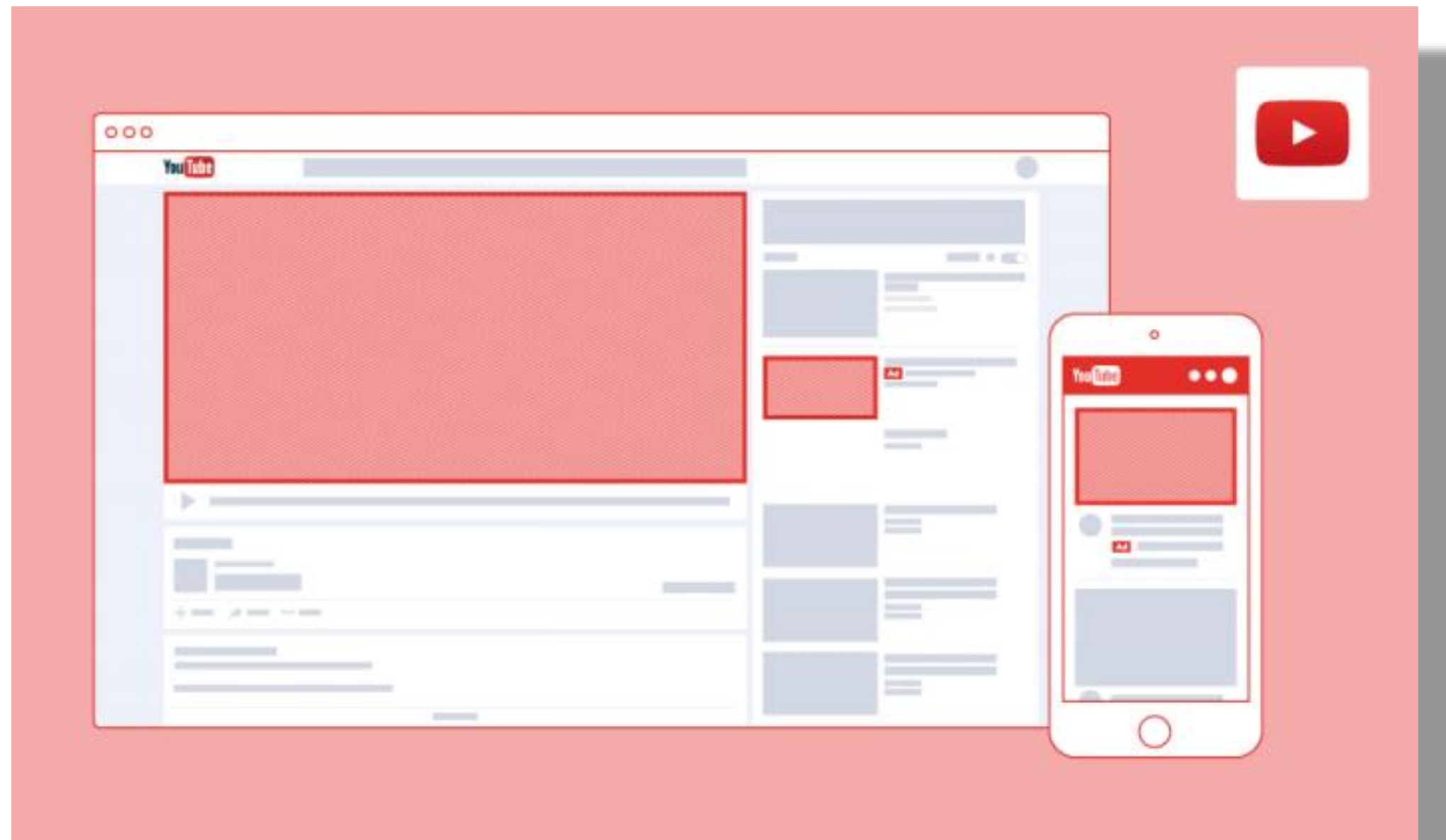
- In-content ads display within the content well throughout the site
- This is a standalone ad unit within content that displays your message and your message only.
- This placement supports video, live stream, flow, carousel, parallax & cinemagraph ad units.
- See examples [here](#)





# YOUTUBE EXTENSION

YouTube is the #1 place to share video content and is the second-largest search engine after Google. With almost 5 billion videos being viewed daily, running ads on YouTube is an exceptional way to reach your target audience. Using our proprietary 1<sup>st</sup> party subscriber data and behavioral data from our websites, we'll advertise to your targeted audience as they watch videos on YouTube and across websites and apps running on Google video partners



## VIDEO AD TYPES

### **Discovery ads appear when performing a YouTube search**

- Will be visible on YouTube homepage, on the sidebar as related video, or on the search results page
- Features a designated thumbnail from video, headline and descriptive copy
- Benefit of no limit to video length since user opts to click on video – best option for a lengthier video

### **In-Stream ads are placed before, during or after video content**

- Skippable ads must be at least 12 seconds and are recommended to be under 3 minutes. After 5 seconds, viewer has option to skip ad
- Non-skippable ads are limited to 15 seconds – best for a wide lift in brand awareness and with relevant creative that viewers wouldn't want to skip

### **Bumper ads are placed before, during or after video content**

- Shortest ad format, lasting only 6 seconds or less
- Ads are non-skippable
- Benefit of a broad reach with short, memorable message

## FAST FACTS

- Viewers say they're 2x more likely to purchase something they saw on YouTube
- Video has seen a quick rise in content marketing with 90% of customers saying video helps them make buying decisions
- Viewers are 4x more likely to use YouTube versus other platforms to find information about a brand, product or service



# CONNECT TV

Reach your audience where THEY view video. Fragmented video viewership across screens is a major challenge that most advertisers face – on the flip side, it's also part of the beauty of video, since the number of opportunities to reach target audiences is still on the rise. An increase in free content providers has opened a supply of ad placements.

OVER 85% OF US  
HOUSEHOLDS HAVE  
AT LEAST 1  
CONNECTED TV

## CONNECTED TV DEVICE TYPES



Smart TV



Blu-ray Players



Gaming Consoles



Streaming Players

## BENEFITS

- Connected TV is an additional device to reach your audience on
- Allows 100% full-screen viewability with limited skipping options
- Has the most premium and engaging inventory available in-market
- Reach 1<sup>st</sup> & 3<sup>rd</sup> party data segments

## AD FORMATS

Ad placements on Connected TV are bought and sold like digital video, just on a TV screen.

- In-Stream Video Ad Placements
- Interactive Pre-Roll
- Home Screen Placements
- Mid-Roll Placements

## APPS & NETWORKS



## PREMIUM DISTRIBUTORS

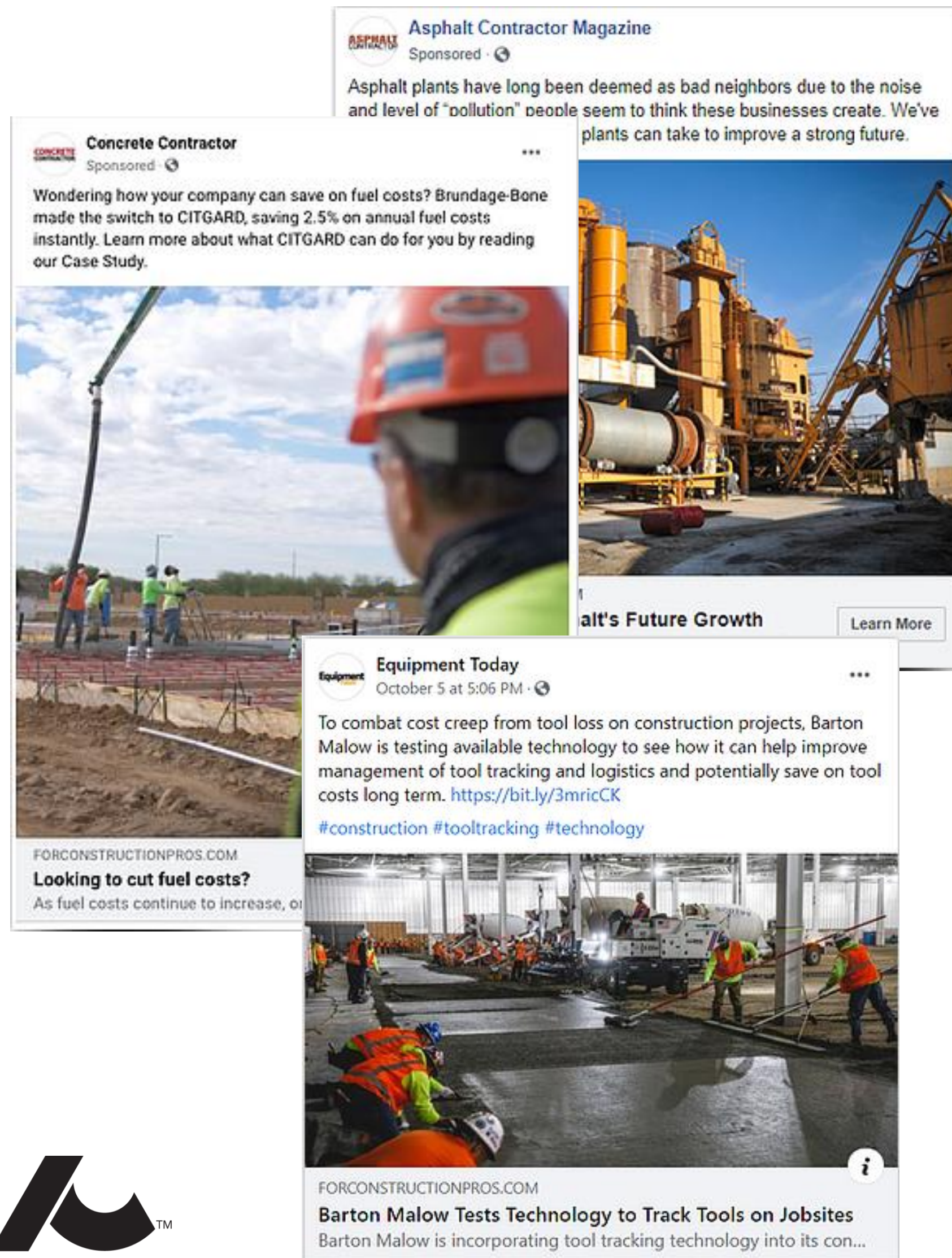


## CTV SSP





# SOCIAL MEDIA – AUDIENCE EXTENSION



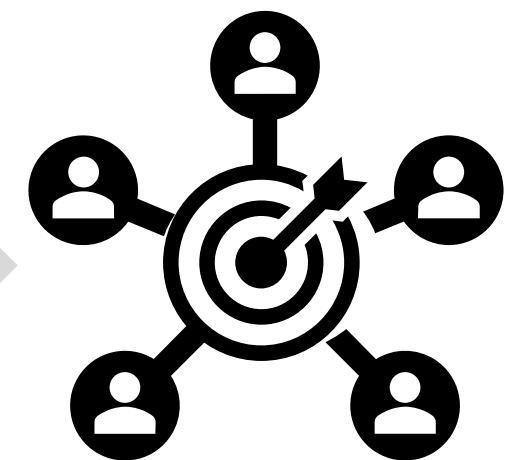
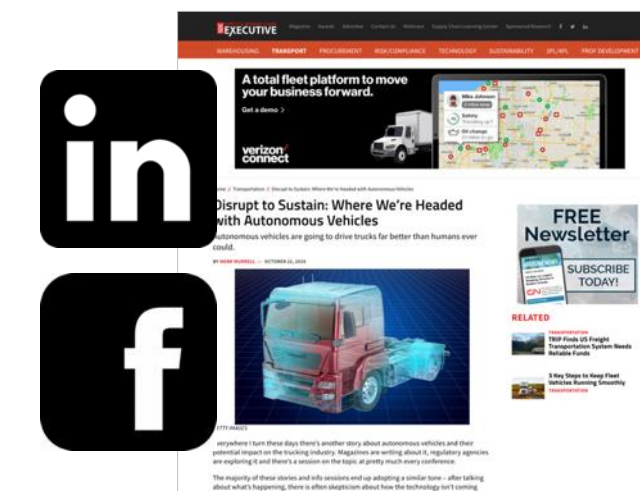
Extend your reach beyond advertising on our core websites with targeted advertising across social platforms such as Facebook, Instagram and LinkedIn. Using our proprietary 1<sup>st</sup> party subscriber data and behavioral data from our websites, we can target those same users with sponsored posts as they browse their feeds.

## BENEFITS

- Sponsored posts are data-targeted to the segment most relevant to your campaign
- One size fits all posts that can be repurposed on multiple platforms
- Ads display for users within main user feeds, right rail and within mobile apps
- Detailed performance metrics are available for all social campaigns

## FAST FACTS

- **We offer a variety of social ad unit sizes and types that reach users in-feed, side-bar and within stories.**
- On average, social extension ad campaigns receive higher click-through rates than on-site banner ads.
- About 75% of Facebook users and 60% of Instagram users visit those social platforms at least once a day.



ACBM 1<sup>st</sup> party data  
for our subscribers

Used to promote your content or  
other assets on social platforms

To the exact segment you  
wish to target



# SOCIAL SIMULCAST

(Live Stream)

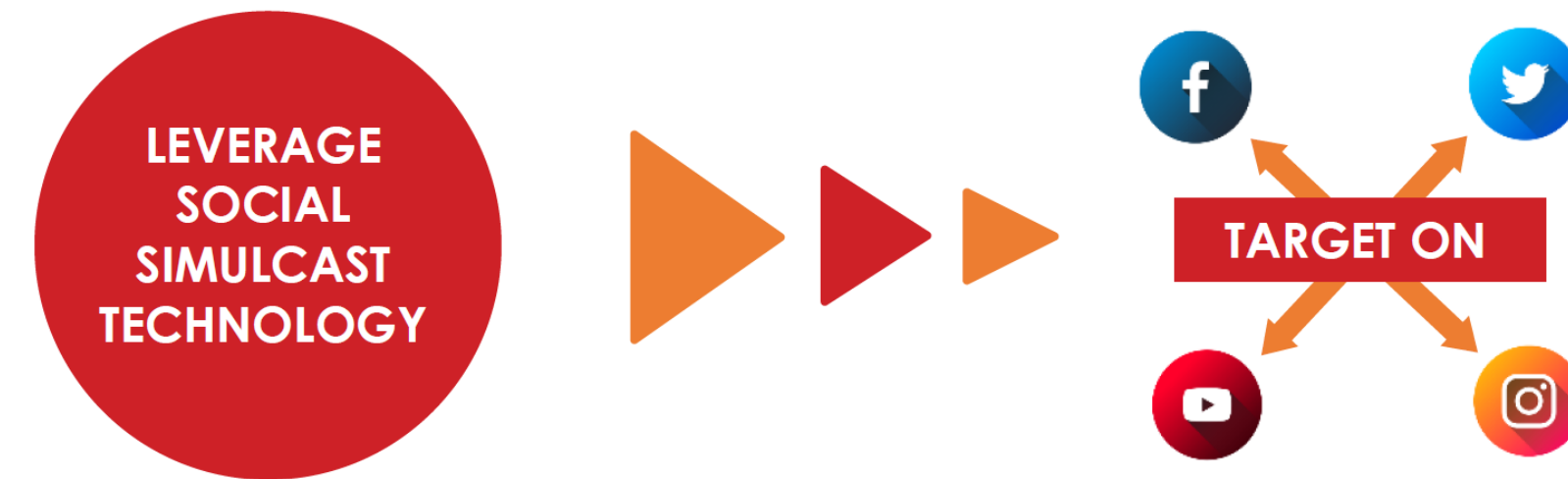
**FACT:** Your customers are watching more video. More than 92% of B2B prospects consume online video and more than 4 billion videos are watched on YouTube every day.

## THE PERFECT SOLUTION FOR:

- Product Launches
- Events
- PR news or announcements
- Product Walk Arouns
- Or any video communication you want to promote

## TURNKEY PROMOTIONS:

- Paid and Organic Social Posts
- Native & Native Retargeting
- Online Display
- Dedicated email
- Behavioral email
- Pre-event calendar, email and social notifications
- Sponsored Content position in corresponding newsletter



DISCOVER THE NEW JLG® ROUGH TERRAIN SCISSOR LINE Totally New. Totally Stacked.

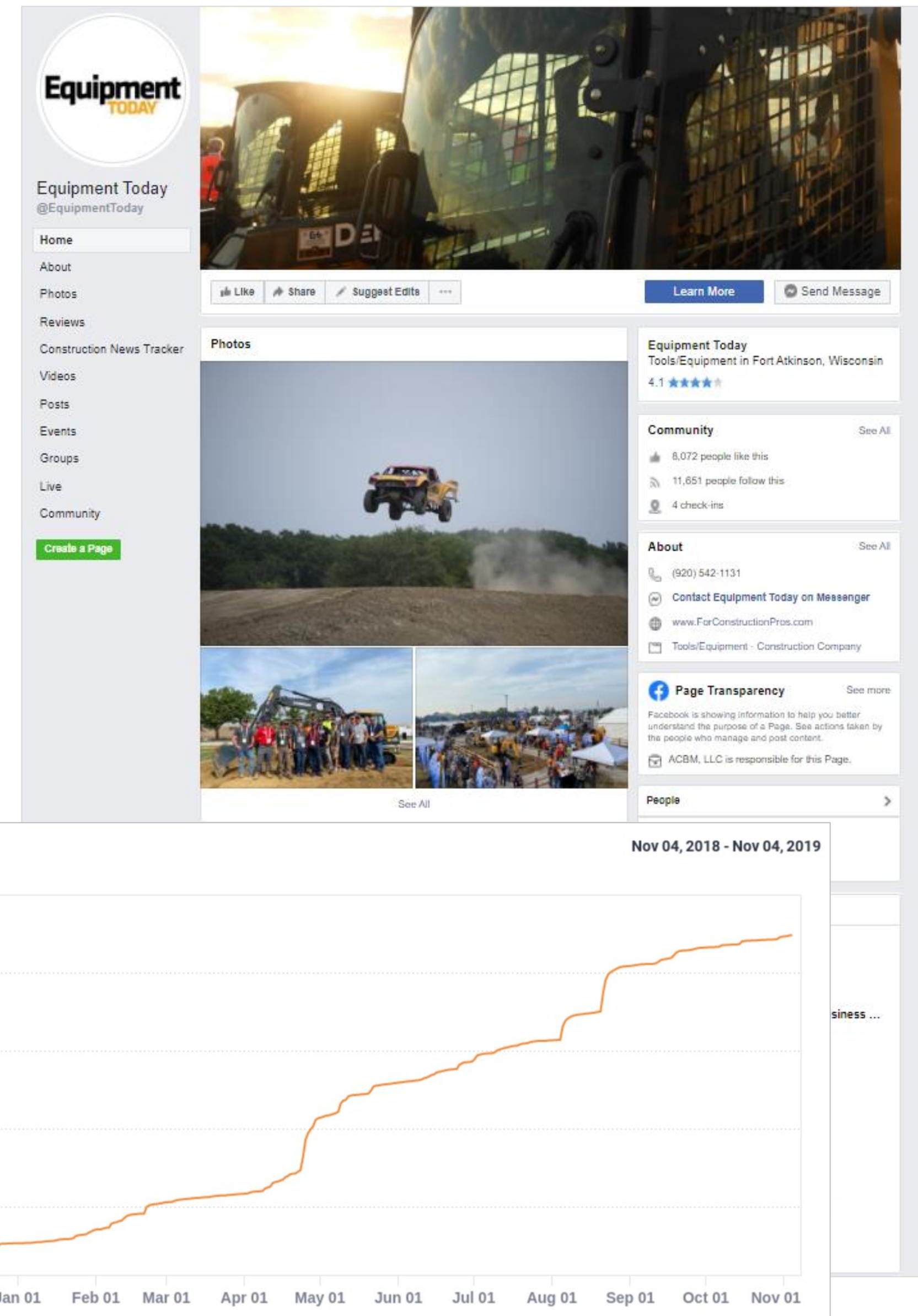


# SOCIAL MEDIA MANAGEMENT

Do you want to engage with your customers on Facebook but don't have the time or resources to manage a corporate page? We can do this for you!

Our team are proven experts in social media management, and also know how to speak directly to your target customers because they are the same people who read our publications. **We can help you launch, manage and promote a corporate Facebook page for your brand.**

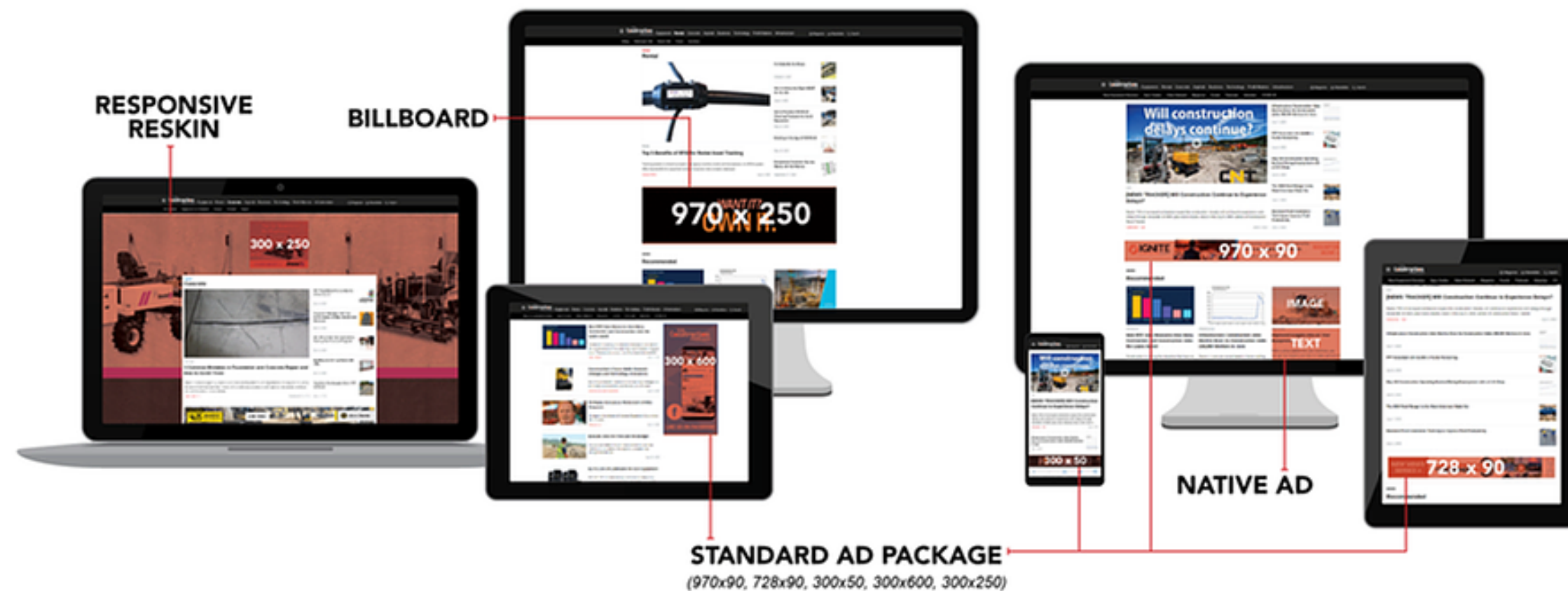
- We know your brands and have the industry knowledge to engage with fans
- We have the dedicated staff to manage your social platforms, monitor your activity and engage with followers to grow your fanbase organically.
- Under our social media management, clients have seen an average 71% increase in post engagement.



Example 1 year fan growth for a social management client



# ENHANCED ONLINE DISPLAY



Targeting options: Run of Site, Channel or Product Category



Display &  
Video 360

Our audiences behave like everyone else; they visit dozens of websites every day and consume content that interests them. That is why it is important to reach them as often as possible to ensure your brand's message sticks. Our new and improved online display program targets our audiences onsite using Google Active View impressions and offsite with Google DV360 seamlessly. This approach elevates your brand's recall and ad Click-Through-Rate.

## ENHANCED ONLINE DISPLAY UNITS:

1. 970x250 Billboard
2. Leaderboard Package (970x90, 728x90, 300x50)
3. Rectangle Package (300x250, 300x600)
4. Native Ad (1600x1050, 300x250)

## HIGH IMPACT DISPLAY OPTIONS:

1. 1658x1058 / 300x250 Responsive Site Skin
2. Homepage or section takeovers - based on availability
3. High Impact campaigns are served onsite only



# NATIVE CONTENT UNITS

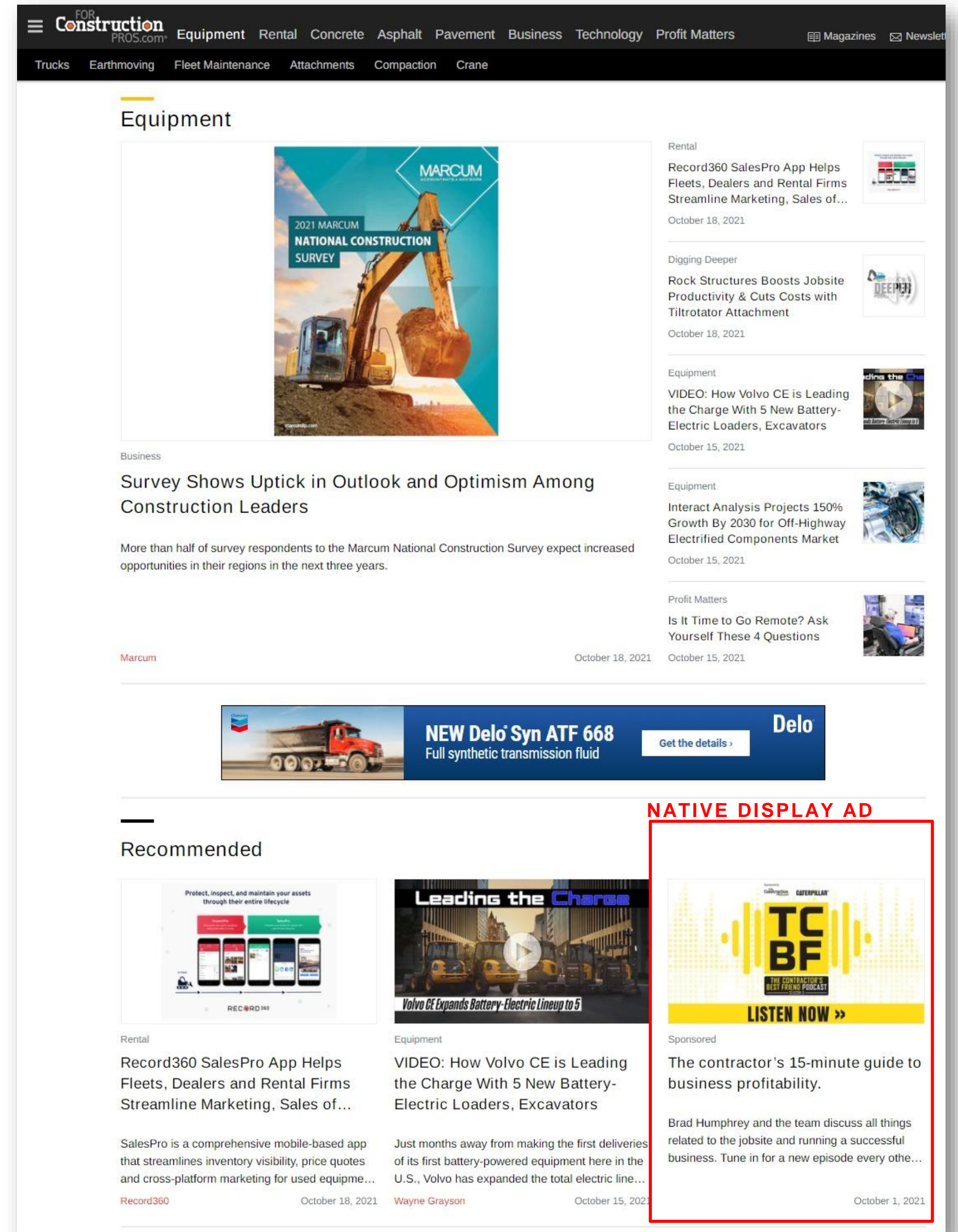
Seamlessly place your message within our on-site editorial content using our native ad platform. These native ad placements are designed to match the look, feel and function of our site's most valuable content, without looking like a traditional ad.

Native ad units rotate within our editorial content in **two different ad sizes and locations**.

- The larger native ad will always appear on the right-hand side as the page loads
- The smaller native ad will appear under the "related" column on an article's landing page

## BENEFITS

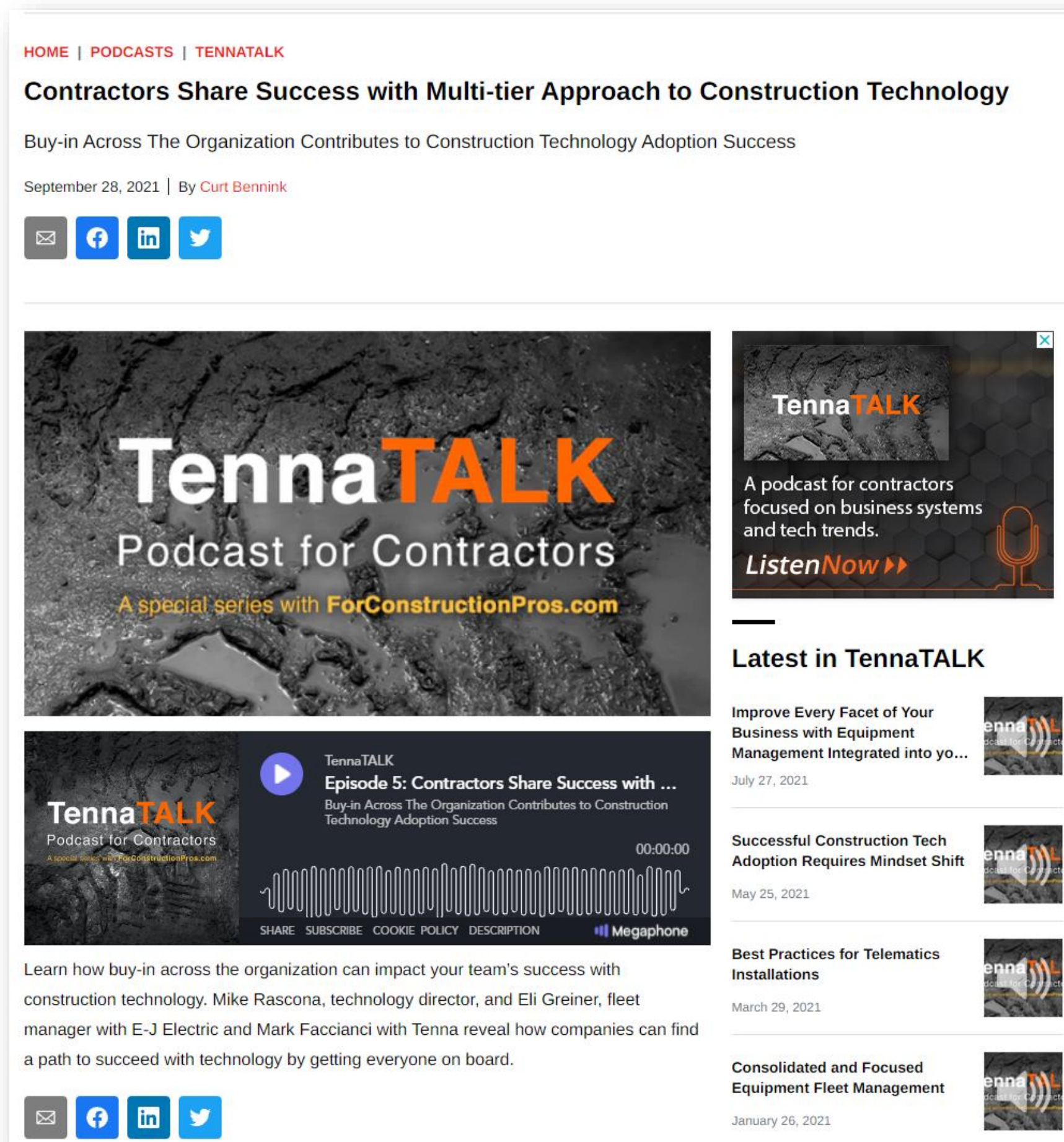
- We target your ad based on channel category
- The ad will also appear anywhere that targeted channel content does across the website
- Addresses inherent limitations with traditional ads such as ad block and ad fraud
- Ad click-through links to your website or to designated Sponsored Content assets
- Research shows these types of advertisements receive on average, 8,000-10,000 impressions per month
- We supply a real-time reporting link to keep track of the success of your campaign
- New dashboard allows you to have full control over your creative throughout the entire campaign



The screenshot displays the Construction PROS.com website interface. The top navigation bar includes categories like Equipment, Rental, Concrete, Asphalt, Pavement, Business, Technology, and Profit Matters. The main content area is titled "Equipment" and features a large article about the "2021 MARCUM NATIONAL CONSTRUCTION SURVEY" with an image of an excavator. To the right of this article is a column of smaller articles, including "Record360 SalesPro App Helps Fleets, Dealers and Rental Firms Streamline Marketing, Sales of..." and "Digging Deeper: Rock Structures Boosts Jobsite Productivity & Cuts Costs with Tiltrotator Attachment". Below the main article is a "Business" section titled "Survey Shows Uptick in Outlook and Optimism Among Construction Leaders". At the bottom of the page, there is a "Recommended" section with three items: "Record360 SalesPro App Helps Fleets, Dealers and Rental Firms Streamline Marketing, Sales of...", "VIDEO: How Volvo CE is Leading the Charge With 5 New Battery-Electric Loaders, Excavators", and a "NATIVE DISPLAY AD" for "TC BF" (The Contractor's Best Friend) podcast. The native display ad is highlighted with a red border and contains the text: "Sponsored The contractor's 15-minute guide to business profitability. Brad Humphrey and the team discuss all things related to the jobsite and running a successful business. Tune in for a new episode every other..."



# PODCASTS



Podcasts offer a unique experience to provide valuable, in-depth information and create a deeper relationship with our subscribers. With smartphones being the primary source of engagement, it's easy for people to listen on morning commutes, during exercise and even while on the jobsite! **We offer a few ways you can connect with your target audience via on-demand podcasts:**

## 1. PODCAST COMMERCIAL SPOT

- 30-second pre-roll commercial
- 30-second mid-roll commercial
- 30-second post-roll commercial

## 2. INDIVIDUAL SPONSORED PODCAST

- Create an educational, thought leadership and non-commercial podcast hosted in partnership with an ACBM editor
- Podcast will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Promoted via E-Newsletter, Native ad or Sponsored Social Media ad

## 3. SPONSORED PODCAST SERIES

- A 6-part series of educational, thought leadership and non-commercial podcast hosted in partnership with an ACBM editor
- Published every other week for three months
- Podcasts will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Each podcast is promoted via E-Newsletter, Native ad or Sponsored Social Media ad and two E-Blasts 30,000 subscribers of your choice
- Edited podcasts are up to 30 minutes in length





# ASPHALT CONTRACTOR'S PODCASTS



## **BACKBONE OF AMERICA**

This series introduces you to the hardworking men and women who are out there building the roads, bridges, and parking lots we rely on every day in our country.



## **THE FORCAST**

ForConstructionPros' Editor-in-Chief Wayne Grayson sits down with the best editors in the business to break down their coverage of construction equipment, technology, infrastructure, materials and the stories impacting the industry.



## **DIGGING DEEPER**

This series delves deeper into larger issues and trends influencing the construction industry, as well as best practices and tools that can help improve job site efficiency, productivity, profits and safety.



## **GROUND BREAKERS**

This podcast series highlights the innovative equipment, technology, companies, and individuals that are breaking new ground in the construction industry.





# CONCRETE CONTRACTOR'S PODCASTS



## **GROUNDBREAKERS**

This podcast series highlights the innovative equipment, technology, companies, and individuals that are breaking new ground in the construction industry.



## **DIGGING DEEPER**

This series delves deeper into larger issues and trends influencing the construction industry, as well as best practices and tools that can help improve job site efficiency, productivity, profits and safety.



## **THE FORCAST**

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# EQUIPMENT TODAY'S PODCASTS



## **GROUNDBREAKERS**

This podcast series highlights the innovative equipment, technology, companies, and individuals that are breaking new ground in the construction industry.



## **DIGGING DEEPER**

This series delves deeper into larger issues and trends influencing the construction industry, as well as best practices and tools that can help improve job site efficiency, productivity, profits and safety.



## **THE FORCAST**

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# EQUIPMENT TODAY'S SPONSORED PODCASTS



## **TENNA TALK**

Tenna talks with ForConstructionPros and special industry and contractor guests in the TennaTalk podcast mini-series to inform the construction industry about business systems and tech trends built for construction companies owning and operation an equipment fleet. Listen in to learn how contractors can choose and use the right tools for success.



## **THE CONTRACTOR'S BEST FRIEND**

Caterpillar has a lot to say about various topics in the industry, so we have helped them record a podcast series that we edit, promote, and house on our site. They bring their team of experts and we take care of the rest! The series, now in their fourth season, moderated by starring author and coach, Brad Humphrey, reaching thousands of listeners and covering topics from drones to millennials.



## **DIRECT ACCESS**

The Direct Access Podcast from JLG Industries, and hosted by ForConstructionPros, takes a deep dive into the company's cutting-edge access equipment and explores everything from the inspiration behind the machines to how they are engineered to take out some job site pain points.





# PAVEMENT MAINTENANCE & RECONSTRUCTION'S PODCASTS



## **BACKBONE OF AMERICA**

This series introduces you to the hardworking men and women who are out there building the roads, bridges, and parking lots we rely on every day in our country.



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ForConstructionPros' Editor-in-Chief Wayne Grayson sits down with the best editors in the business to break down their coverage of construction equipment, technology, infrastructure, materials and the stories impacting the industry.



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## **GROUNDBREAKERS**

This podcast series highlights the innovative equipment, technology, companies, and individuals that are breaking new ground in the construction industry.





## RENTAL'S PODCAST



### **RENTAL'S THE BOTTOM LINE**

This rental-focused podcast series features conversations and interviews with subjects from around the industry that pertain to the challenges, questions, goals, and business tips that business owners want to know about and have answered.



### **THE FORCAST**

ForConstructionPros' Editor-in-Chief Wayne Grayson sits down with the best editors in the business to break down their coverage of construction equipment, technology, infrastructure, materials and the stories impacting the industry.



## SPONSORED PODCASTS



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# FORCONSTRUCTIONPROS.COM PODCASTS

Include your (up to) 30 second commercial Pre, During or After an FCP Podcast. Commercials can be supplied or recorded for you.



## **BACKBONE OF AMERICA**

This podcast series highlights the innovative equipment, technology, companies, and individuals that are breaking new ground in the construction industry.



## **GROUND BREAKERS**

This podcast series highlights the innovative equipment, technology, companies, and individuals that are breaking new ground in the construction industry.



## **RENTAL'S THE BOTTOM LINE**

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Create an educational, thought leadership and non-commercial podcast hosted in partnership with an ACBM editor.  
Podcast to be recorded as a discussion with your Subject Matter Expert (SME) providing talking points to use for reference.



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# MICROSITE

Our team has the ability to build you a custom microsite in a variety of different shapes and sizes, depending on your marketing objectives. **The goal of launching every microsite is to provide you an online destination where custom content can be showcased around a specific topic that is relevant to both your brand and your target customers.**

These sites can function as a simple content archive or a multi-media experience that includes different items such as: [video](#), [infographics](#), [custom content](#), [animations](#), [database tools](#) or [other custom assets](#).

As your partner, we are uniquely positioned to not only create these microsites but also produce content to populate them and execute marketing programs to promote them!





# PRODUCT SHOWCASE


## VIDEO PRODUCT SHOWCASE

Showcase your product or video in a shared deployment monthly to the full opt-in subscriber list. Each advertiser receives a product image, company logo and product description.

## EACH PRODUCT SHOWCASE WILL INCLUDE:

1. Product / Video Name
2. Company Name
3. Product / Video Image
4. Maximum Of 500 Characters Of Copy
5. Click Thru URL For The Product Image, Video, Logo & Button






CONEXPO-CON/AGG & IFPE

2020

[March 10-14, Las Vegas, NV]




KATO

COMPACT EXCAVATOR SALES, LLC

See KATO's 25v4 Excavator at ConExpo

Kato's best-in-class 5,955-pound mini-excavator is leading the way in power and innovation this spring. With an 8'3" maximum digging depth, this compact machine gets in tight and gets the job done. See it and more from KATO-Compact Excavator Sales at ConExpo Booth #F1948.

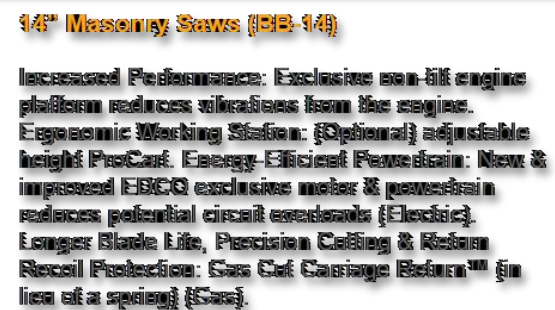
Click Here to Learn More



Pink-Belt Auctioner for Breast Cancer Awareness

Pink-Belt is a 15.2-metric ton 145 X4 Link-Belt hydraulic excavator painted pink to show support for breast cancer awareness. It will be used for a dice roll giveaway during CONEXPO, appropriate for operators of all ages. Pink-Belt will be auctioned off on Friday, March 13, with 100% of the money raised to be donated to the Susan G. Komen Foundation and the CHI Saint Joseph Health's "Yes, Mamm" program.

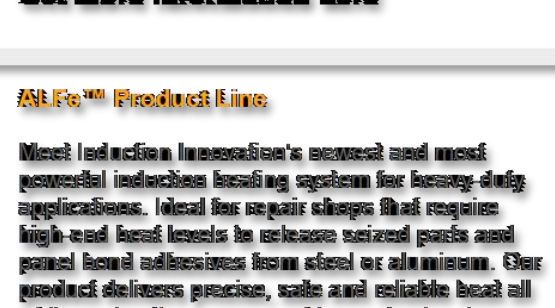
Learn More



Marvel Industrial Coatings @ CONEXPO

Come visit us at CONEXPO (Indoors or Outdoors) to see how polyurea coatings protect your fleet & investment. With the best rated customer & tech service in the industry and products second to none, our coatings protect against corrosion & rust, with quick production & drying time, UV stable products, & more! We are a full-service provider of chemical solutions & equipment, full training & support.


See Marvel in action!



Coming to ConExpo?

The Vermeer product masterminds are heading to Vegas for 2020 CONEXPO-CON/AGG, and we invite you to come talk shop. So, let's gather around the water cooler in the Vermeer booth (#C32529 in Central Hall) and talk about your industry, jobsites and equipment. Let's talk about how to help improve your productivity. We aren't talking about the weather. WE'RE TALKING SHOP.

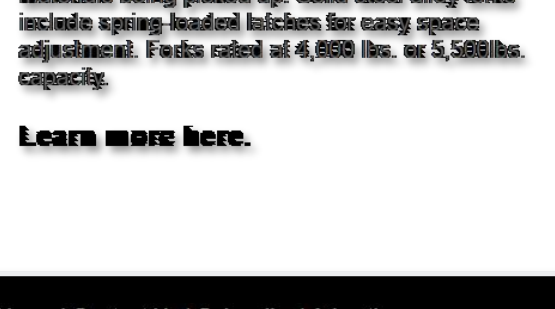
Let's talk shop.



94" Messenger Saws (#SR-94)

Increased Performance: Exclusive semi-till engine platform reduces vibrations from the engine.  
Ergonomic Working Station: (Optional) adjustable height ProCast. Energy-Efficient Powertrain: New & improved E3C3 exclusive motor & powertrain reduces potential circuit overloads (Electric). Longer Blade Life, Precision Cutting & Reduced Shock Protection: Gas Cut Cartridge Blade™ (in line with a spring) (Gas).

Get more information here



Solid Steel Pallet Forks

SolidFork, from Wheelcase, Inc., offers solid steel pallet forks with a step through design for easy cab access and visibility, allowing operators to see materials being picked up. Solid steel alloy forks include spring-loaded latches for easy space adjustment. Forks rated at 4,000 lbs. or 5,500 lbs. capacity.

Learn more here.

Home | Contact Us | Subscribe | Advertise

© 2021 All rights reserved, AC Business Media.




# PRODUCT SPOTLIGHT

Showcase your product with multiple touch points.

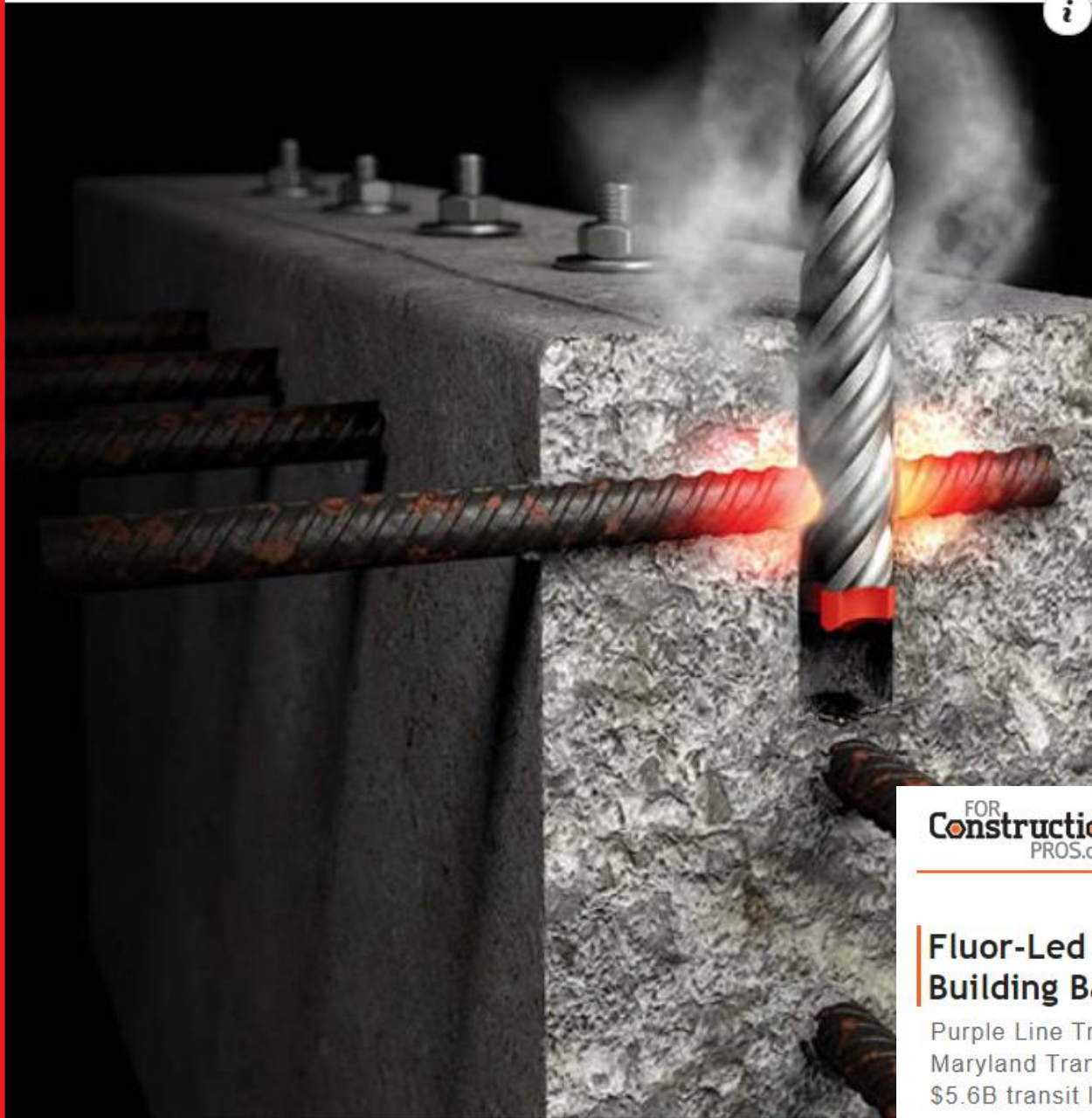
Product Showcase features your product offering to our online subscribers in several ways.

## EACH PRODUCT SPOTLIGHT INCLUDES:

- 1x Placement in a Monthly Product Showcase Email
- 1x Placement in a select Newsletter Sponsored Product
- 1x Native Placement on ForConstructionPros.com
- 10,000 Native Extension Impressions featuring your product
- 15,000 Social Extension Impressions featuring your product

**Concrete Contractor with Diablo Tools.**  
Sponsored (demo) · 

Delivering up to 7X more life, Rebar Demon saves time & money drilling reinforced concrete. Take the heat with Rebar Demon.



DIABLOTOOLS.COM  
Rebar Demon Takes the Heat

## Equipment TODAY PRODUCT SHOWCASE



### Loftness Bad Ax Disc Mulcher

The Bad Ax disc mulcher features a fully machined, 60-inch-diameter disc designed to cut trees up to 14 inches in diameter. It includes recutter bars and counter teeth for cutting material into finer particles than competitive products are capable of producing. Additionally, the cutting teeth are attached to the disc using bolt-on mounts for easy rotation and replacement on the jobsite.

[Click for more information](#)



### BKT Earthmax SR Loader L-3

The BKT Earthmax SR Loader is designed for loader and dozer applications with an all-steel casing and multi-layer steel belts to provide high resistance to punctures and snags. The non-directional, rigid block pattern and robust tread offers excellent traction in all types of applications. It is made with a cut-resistance compound to provide special resistance to harsh conditions to deliver an extended service life. The SR Loader has exceptional self-cleaning abilities and is available in 4 sizes in a 25" rim.

[Click Here For More Information](#)



## HEADLINE NEWS

September 29, 2020

### Fluor-Led JV Quits Huge Public-Private Partnership Building Baltimore's Purple Line

Purple Line Transit Partners dispute \$800M in cost overruns and the Maryland Transit Admin. is looking for contractors to finish the half-done \$5.6B transit line

### Chaney Enterprises Uses Zello Push-to-Talk Service to Improve Driver Communication and Safety

Building materials supplier Chaney Enterprises upgrades from closed-loop communication system to Zello platform.

### Construction Worker Dies After Fall at Air and Space Museum

A drywaller died Monday after a fall from a 'hoist' while working on the renovation of the National Air and Space Museum on Washington D.C.'s Capital Mall

**17G EXCAVATOR**  
**\$435**  
PER MONTH\*  
\*EXCLUSIONS APPLY



LEARN MORE ▶

JOHN DEERE



### KATO-Compact Excavator Sales continues to lead the way with the 17VXB Sponsored


CES's newest battery excavator, the 17VXB, is an Equipment Today Top 50 New Product. This 3,900 lb., zero-emission machine follows last year's Top 50 winner: the 9VXB. CES's industry-leading mini-excavator line offers tremendous fleet versatility and ROI, maximizing the profitability of any jobsite.

[Click Here For More Information](#)

**FOR Construction PROS.com** Equipment Rental Concrete Asphalt Business Technology Profit Matters Infrastructure Magazine Newsletter Search

Trucks Earthmoving Fleet Maintenance Attachments Compaction

### Recommended




Pickup Trucks & Vans

#### 2021 Chevrolet Silverado 1500 Adds Multi-Flex Tailgate and Trailing Enhancements

The available six-function tailgate offers offers Silverado customers easier access to bed cargo, enhanced loading solutions and a standing...

General Motors Company September 28, 2020




Construction News

#### Fluor-Led JV Quits Huge Public-Private Partnership Building Baltimore's Purple Line

Purple Line Transit Partners dispute \$800M in cost overruns and the Maryland Transit Admin. is looking for contractors to finish the half-done...

September 28, 2020



Sponsored

#### LOAD 60 TONS IN 4 PASSES WITH THE VOLVO EC950F AND A60H

Avoid bottlenecks on your site by reducing passes to speed up cycle times with the perfect pair from Volvo.

September 27, 2020



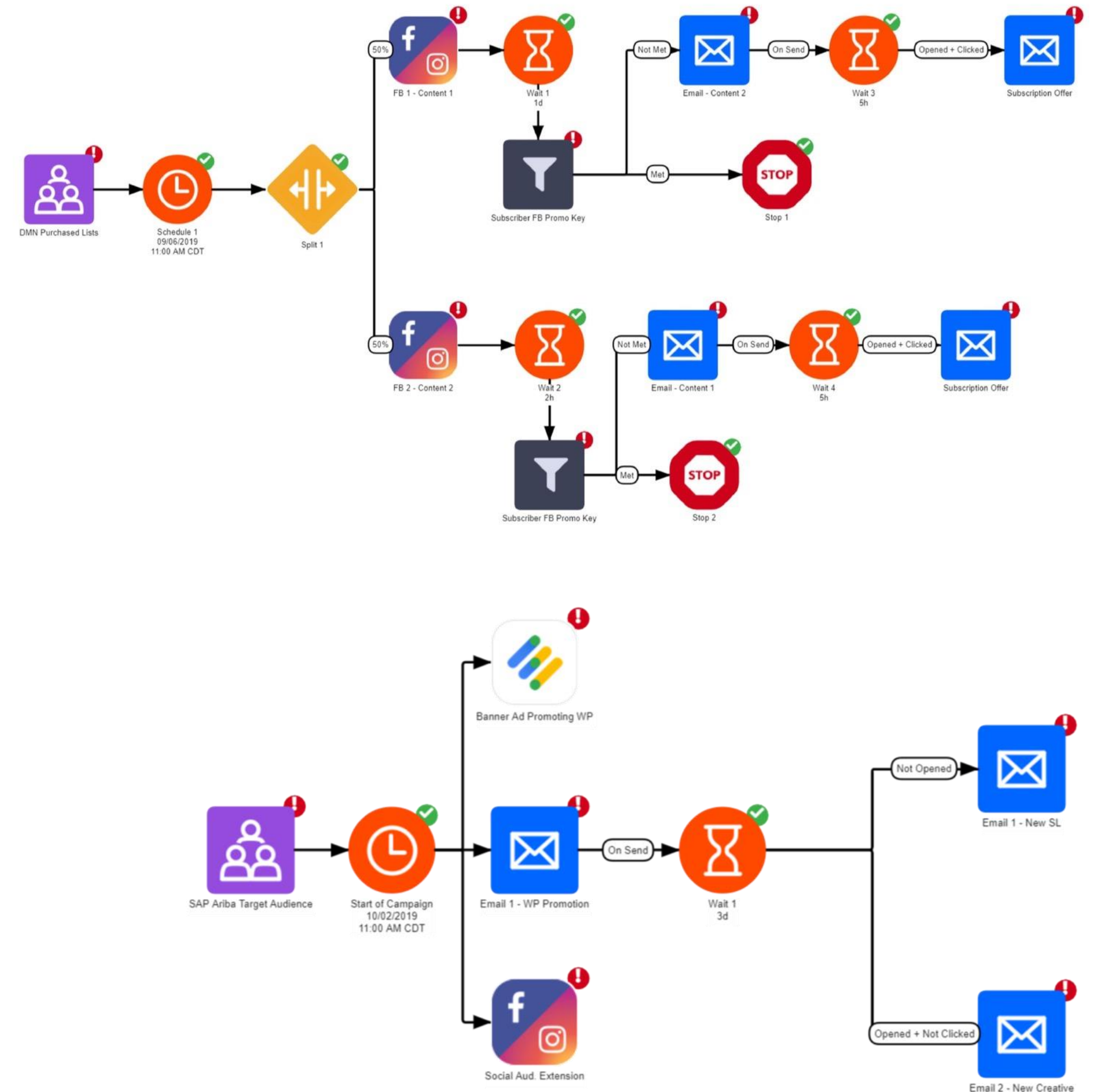
# CUSTOMER JOURNEYS

We have the ability to build you a custom audience segment with our ACBM database that is most relevant to your marketing goals. This audience can be determined by dimensions such as geography, job title, organization type and personal interests identified by their behavior on our websites.

Using that unique audience segment we will execute a "Customer Journey" campaign for your brand, that takes engaged users along a predetermined path of marketing materials based on how they interact at each stage. As you can see in the visuals to the right, the included promotion within each journey is served to the user based upon if they open / click / view certain elements along the way - identifying their interest in the offer or assets being promoted. Customer Journeys utilize our most sophisticated marketing technology, leverage our proprietary 1st party data and are crafted for your specific program

## CUSTOMER JOURNEYS CAN UTILIZE A COMBINATION OF:

1. Dedicated emails & triggered emails
2. Sponsored social posts across multiple platforms (Facebook, Instagram)
3. Off-Site retargeted native and display units
4. On-site display placements
5. Custom Onsite Pop-Outs with CTA







ENTENT

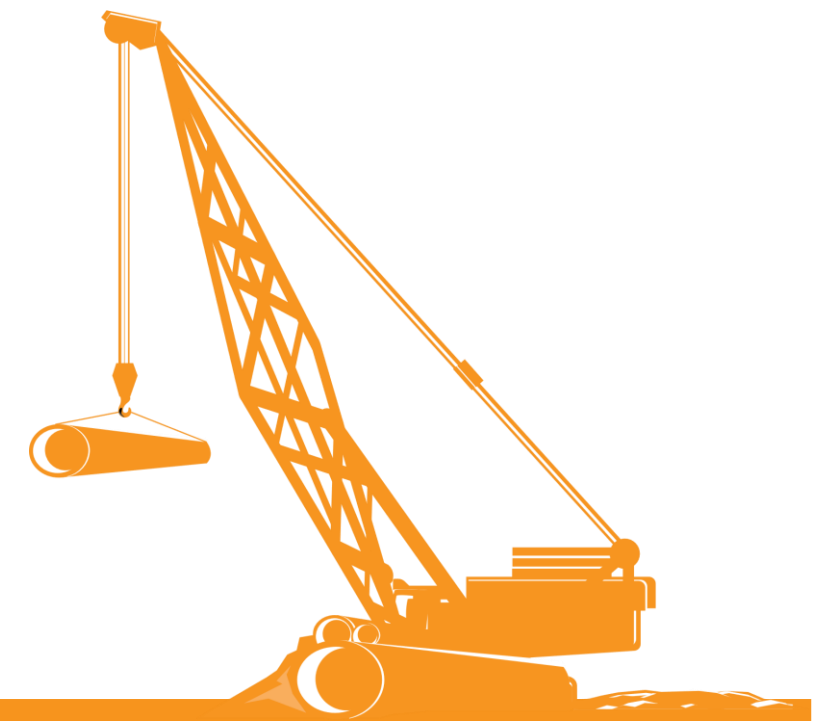
LEAD GENERATION SERVICES

FOR  
Construction  
PROS.com®



# ENTENT

## OFFERED LEAD GENERATION SERVICES



ENTENT Premier	Catalyst	Content Marketing	Webinars & Seminars	MQL Video
Drive highly targeted “in-market” SQLs straight to your equipment dealers	Turnkey, incentive-based MQL program designed around a giveaway or contest to drive lead engagement	Leverage high value content assets to drive MQLs & SQLs with defined lead goals	Promote corporate webinar content or sponsor editorial driven seminars to targeted audiences	Turn existing video and webinar content into high volume, MQL lead machines



# ENTENT PREMIER



**ENTENT Premier** drives high-intent, buyer-centric, SQL's **DIRECTLY** into equipment dealer's sales funnel – allowing them to stay focused on prospects that **engage and convert**.





HIGHLY TARGETED, IN-MARKET LEAD PROGRAM DESIGNED TO DRIVE SQLS FOR EQUIPMENT DEALERS

ENTENT premier leverages acbm’s 1st party, online user data by tracking optimal buying behavior and content consumption to determine equipment purchase intentions.

The program utilizes proven native content products to position attractive financing offers:

- At the optimal time...
- In targeted markets...
- For specific dealers...

These tactics, coupled with a simple-to-use sales funnel, CRM, and automated real-time communication platform empowers equipment dealers with a robust suite of tools to close active sales in today’s competitive equipment market.

Select date & time		↓↑ Date Added (DESC)	Sample	Owner	Campaign	All	Search	+ New		
Lead In	Contact Attempt	Call Center	Live Transfer	Appointment Set	Info Sent	Deal Won/Lost				
2 Leads \$25,000.00	0 Leads \$0.00	1 Leads \$50,000.00	0 Leads \$0.00	1 Leads \$25,000.00	0 Leads \$0.00	2 Leads \$105,000.00				
Excavating Specialists \$15,000.00		Lazy Oaf Construction \$50,000.00		Conway Contractors \$25,000.00		Compaction <span>Lost</span> \$5,000.00				
+ Task		+ Task		+ Task		+ Task				
Butler Construction \$10,000.00						J2 Construction <span>Won</span> \$100,000.00				
+ Task						+ Task				





## STAGE ONE: DISCOVERY

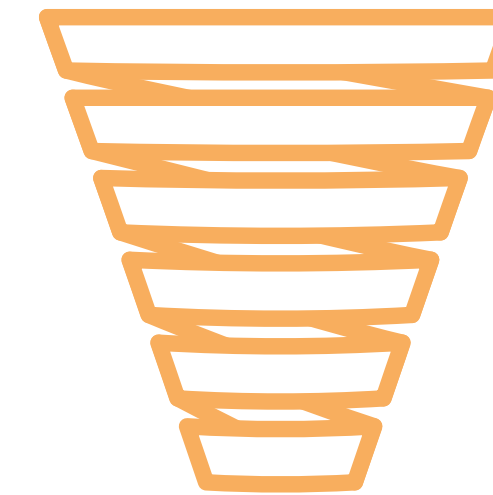
Part of a successful program requires a partner-level understanding of the equipment you sell and your ideal target base. Identifying your **ENTENT premier** opportunity is done quickly through a three-step process that helps empower sustainable results. Step one, is “discovery”.

Here, our team will work with you to gauge needs and qualifications that are critical in establishing lead goals, volume capability, and pricing structure. By way of example, we will explore:

- How does your dealer network relationship work? Do you own dealers? How many?
- Do you have regional representatives?
- What equipment are you interested in for this program?
- How many pieces of this equipment are sold annually in the market?
- What is your share of the market?
- Who are your top competitors? Any idea on what their market share is?
- What is the price point of this equipment?
- How does your pricing compare in the market?
- Do you have current finance offers?
- Are you using a CRM? Are your Dealers?
- Do you have other sales lead programs running? If so, what CPL are you paying?



## STAGES OF THE LEAD JOURNEY PROCESS



### THE AUDIENCE

- Construction Contractors
- Rental Centers
- Landscape Contractors

### THE AD STRATEGY

- Leverage 1st Party Data
- Google Behavioral Data
- Build Lookalike Audiences
- Social Platforms
- Display Networks
- Geo-target Finance Ad Campaigns

### THE FORM

- Collect Basic Demos
- Equipment Specific Questions
- Finance Questions
- Purchase Intentions
- Appointment Booking

### THE FUNNEL

- Real-time Lead Delivery
- Push Notifications
- Appointment Management
- Lead Nurturing
- Call Center Options

### THE CRM

- Lead Development Monitoring
- Marketing Automations
- Communications Tools
- Email, Phone, Text
- Dealers Held Accountable To Take Action On Leads



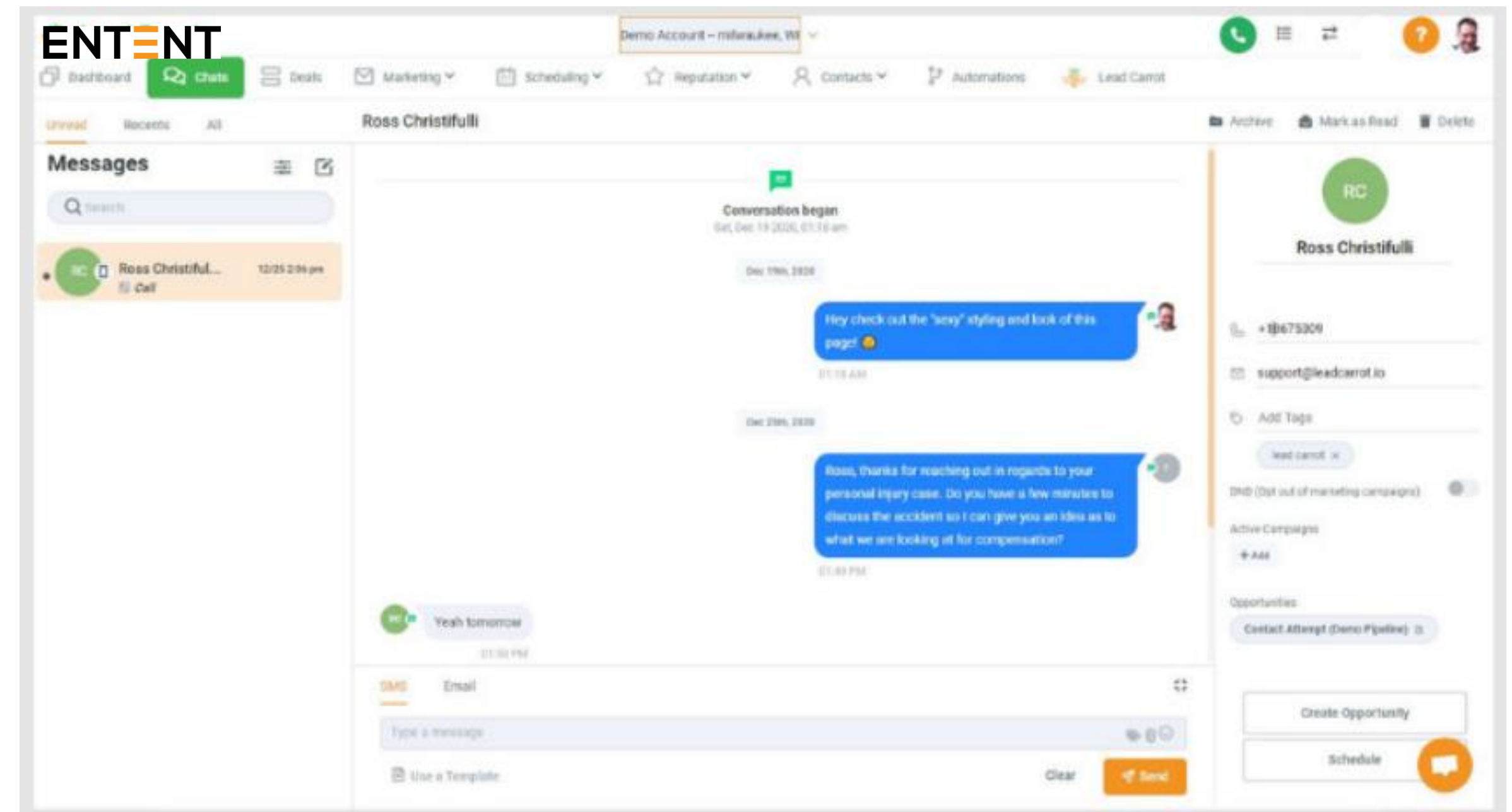


## STAGE TWO: REVIEW OPPORTUNITY & CONFIRM TARGETS

What's next? We reconvene after expediting our research around your audience targets and determining the best method(s) to reach them.

From here, we will define realistic lead goals, establish an appropriate CPL based on complexity of process, and target a specific volume of results.


At this time, we will explain our scope of work around the project and give your team a strategic walkthrough of our platform and engagement suite of products.





Web Ads

GET 0%  
FOR 36  
MONTHS



45 SECONDS TO APPLY →


Email

0% FOR 36  
MONTHS

Hey Gabbie!

You build the best roads so we can move forward faster, and to ensure you can move faster, you need the best machines. Take advantage of this financing offer on your new Milling or Paving Machine. It only takes 45 seconds to apply!

Apply Now »



Social Media

Asphalt Contractor Magazine  
Sponsored (demo)

Get 0% for 36 months. Click for details on this limited time offer!

INTERESTED  
IN A NEW  
MILLING  
MACHINE?



M4.ACBUSINESSMEDIA.COM  
New Milling Equipment  
Get 0% for 36 months.

Learn More

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INTERESTED  
IN A NEW  
PAVING  
MACHINE?



GET DETAILS ON THIS  
LIMITED TIME OFFER →

Learn More





THE ENTENT PREMIER PLATFORM - AT A GLANCE

DASHBOARD

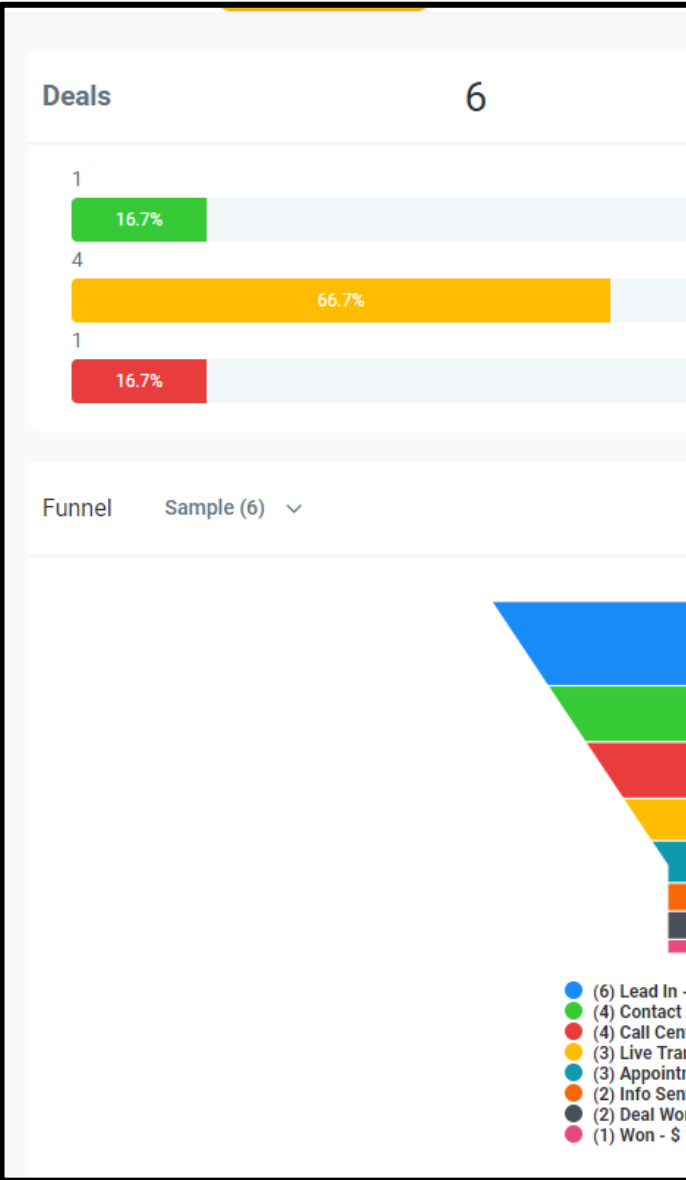
Select date & time

Lead In  
2 Leads \$25,000.00

Excavating Specialists \$15,000.00

Butler Construction \$10,000.00

Contact Attempt  
0 Leads \$0.00



Edit opportunity -- Excavating Specialists

Opportunity Add/Edit Appointment Tasks Notes

Contact Info

Contact Name Billy Bob

Email billy@gmail.com Phone (608) 293-5474

Tags Add Tags Company Name Excavating Specialists

Opportunity Info

Opportunity Name Excavating Specialists

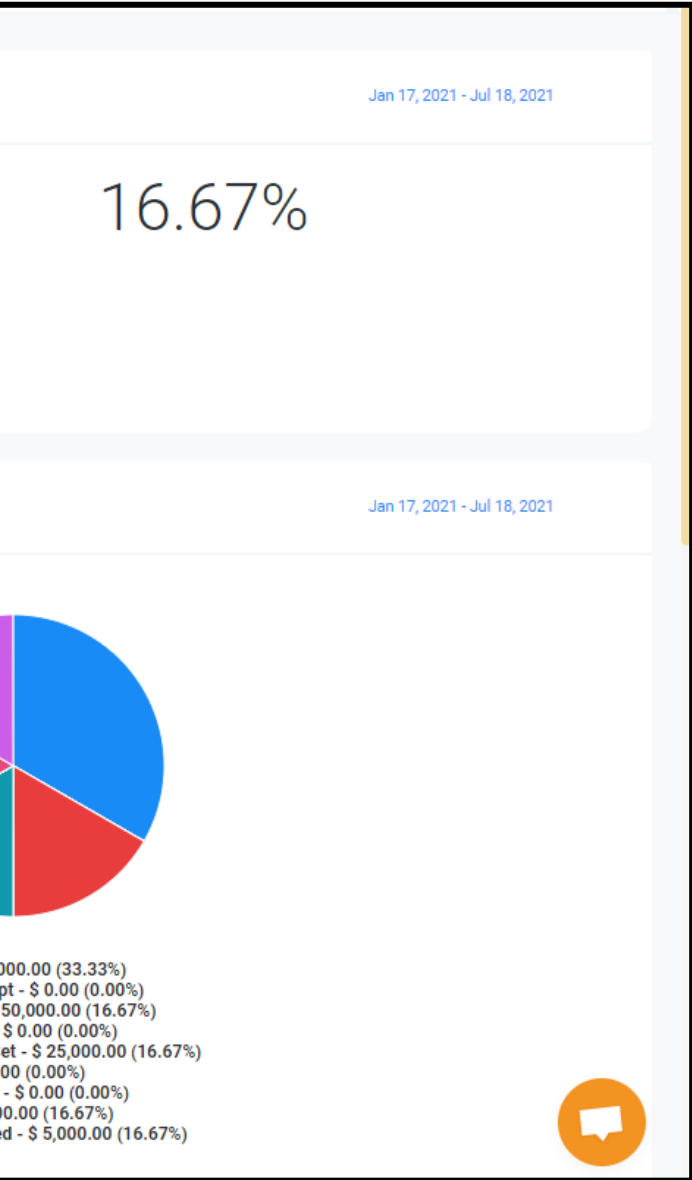
Pipeline Sample Stage Lead In

Status Open Lead Value Enter Value \$

Owner Unassigned Source Source

Created by:  
Created on: Jul 17 2021, 12:33 am

Delete Cancel Update



+ New

Deal Won/Lost  
2 Leads \$105,000.00

Compaction Lost \$5,000.00

J2 Construction Won \$100,000.00



# CATALYST

Drive volume engagement through a turnkey, permission-based contest environment.

**CATALYST** is a full-service, incentive-based lead program that drives engagement through contest and sweepstakes offers that direct audiences towards action.





# CATALYST

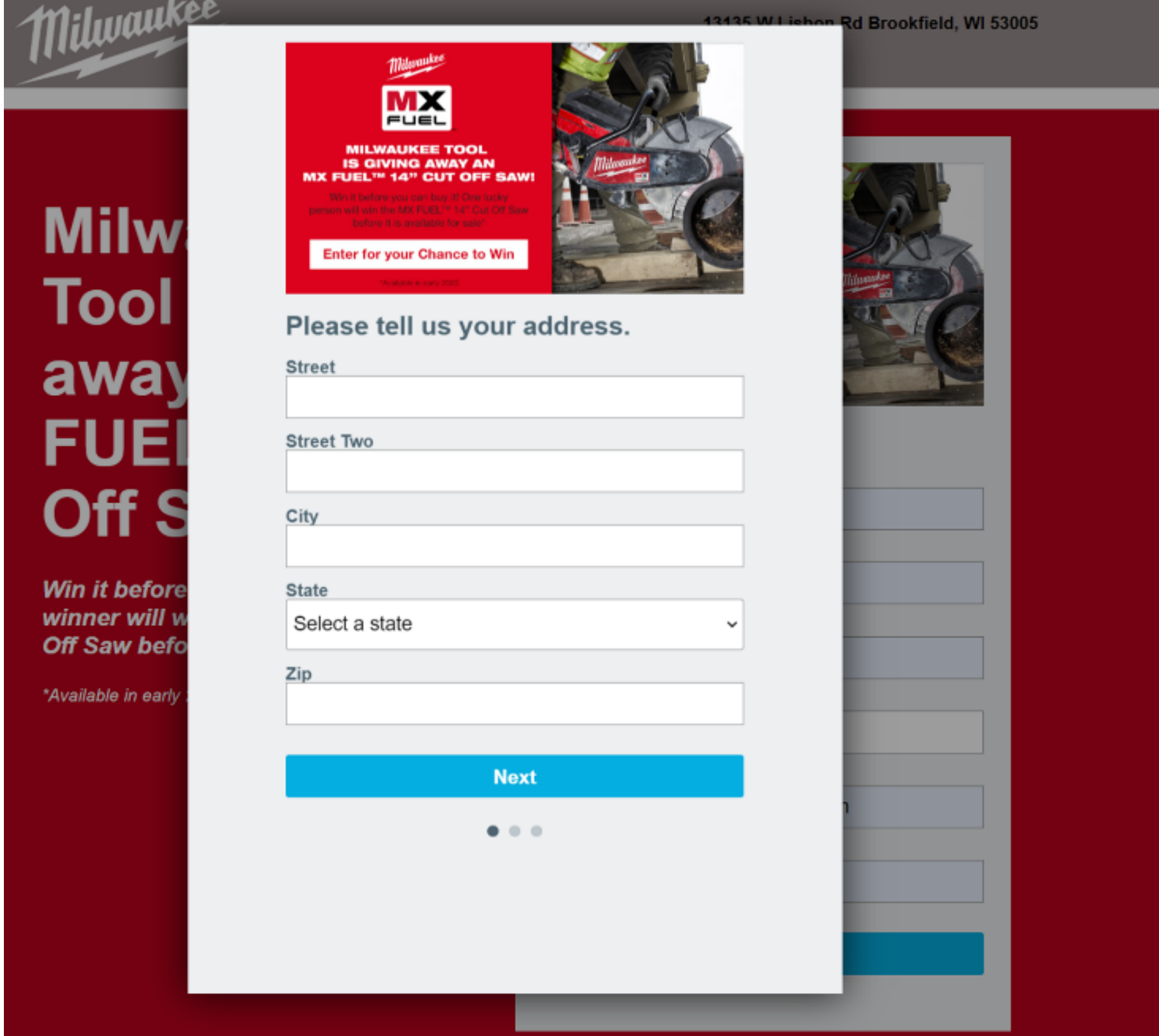
## The power of incentive-based marketing...

Everyone enjoys a chance to win – and contest enabled marketing campaigns still do an outstanding job of driving participation and contact permission.

The challenge? Sweepstakes and contests can be hard to implement, wrapped with legality, and inefficient if not targeting ideal prospects that translate to sales.

**CATALYST** provides a solution for industry focused giveaways. Your participation benefits from a turnkey environment – one where we handle all contest, legal, and structural arrangements for a sweepstakes or offering. An ideal solution to:

- Launch new products
- Drive fast-paced demand and product interest
- Increase direct sales
- Communicate differentiation
- Build your internal marketing database
- Conduct market research
- Setup demonstrations by appointment
- Remember - participants can easily share offers to industry colleagues, creating peer-to-peer viral marketing by email & social channels

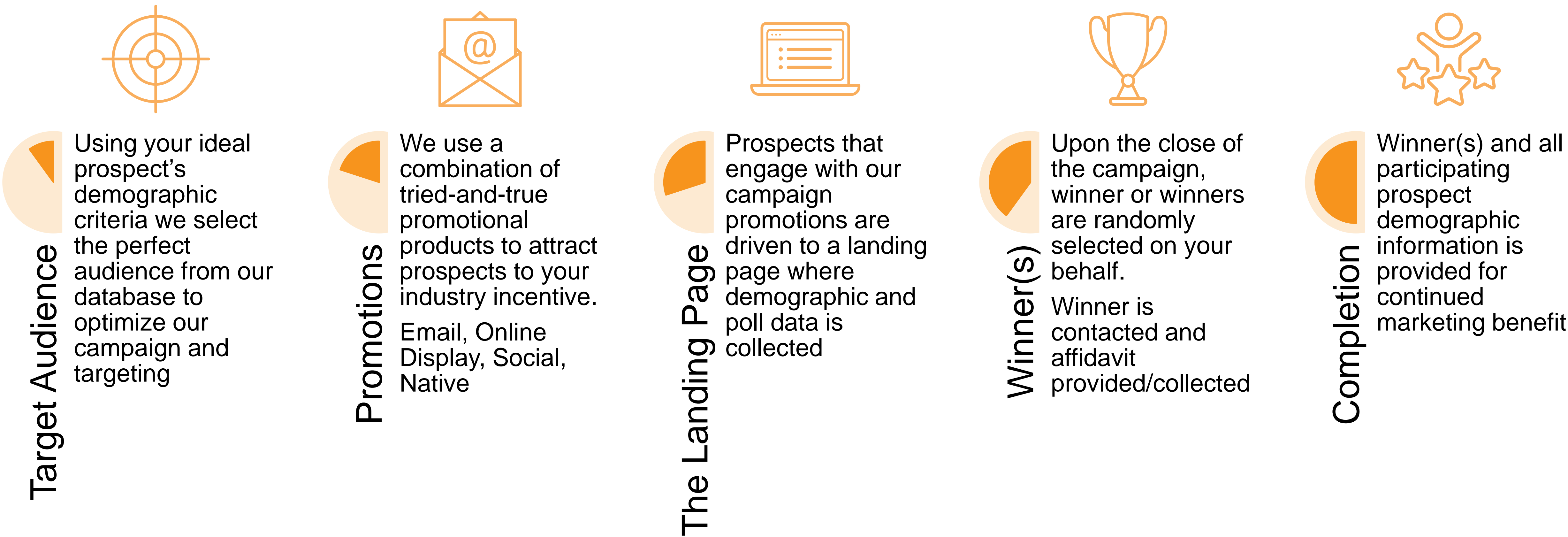


The screenshot shows a mobile-optimized web form for a Milwaukee MX FUEL sweepstakes. The background is a dark red image of a Milwaukee cut-off saw. The form is a white overlay with a red header section. The header contains the Milwaukee logo, 'MX FUEL', and the text 'MILWAUKEE TOOL IS GIVING AWAY AN MX FUEL™ 14" CUT OFF SAW!'. Below this is a button that says 'Enter for your Chance to Win'. The main body of the form is titled 'Please tell us your address.' and contains input fields for 'Street', 'Street Two', 'City', 'State' (a dropdown menu), and 'Zip'. At the bottom of the form is a blue 'Next' button. There are three small dots below the 'Next' button, indicating a multi-step process.



# CATALYST

## PROCESS & EXECUTION





# CATALYST

As a partner, you will benefit from the following promotional impact:

## Contest Development:

- Landing & Registration Pages
- Full Program Promotional Strategy
- Program Analytics
- All Captured Lead Data
- National Rules And Regulations Documentation

## CATALYST **ENTRY** Promotional Package:

- Email Marketing To 20,000 Subscribers
- 20,000 Social Impressions
- 50,000 Run Of Site Impressions

## CATALYST **ENHANCED** Promotional Package:

- Email Marketing To 30,000 Subscribers
- 50,000 Social Impressions
- 100,000 Run Of Site Impressions
- 100,000 Audience Extension Impressions

Husqvarna [www.husqvarna.com/](http://www.husqvarna.com/)

### Win a prize from Husqvarna!

One lucky winner will receive a 525LST Professional String Trimmer and a new RapidReplace™ Trimmer Head and five separate winners will each receive one new RapidReplace™ Trimmer Head

Complete all fields to be entered to win a prize from Husqvarna!

First Name

Last Name

Company

Title

Email

☒ By entering this sweepstakes, you agree to receive emails from Husqvarna

[Get Started](#)

## PRICING & STRUCTURE

### Catalyst Program Options:

Entry: \$7,500/Net  
Enhanced: \$10,500/Net



# CONTENT MARKETING

**CONTENT MARKETING** improves brand engagement by attracting prospects through high value, consumable media. Your brand benefits from positioning as an industry thought leader, and subject matter expert (SME) to your targeted demography of ideal buyers.

- Your content
- Your target audience
- Prospects that give you permission to engage





# CONTENT MARKETING

High quality content that opens the door to permission-based relationships...

**CONTENT MARKETING** – Either through established assets or those we help you create – is an extremely effective tool to drive relationship and engagement, while nurturing clients through all of the stages of their buyer's journey around your product. Effective content marketing can...

- Provide direct value to clients and prospects
- Offer content, data, and insights in exchange for access
- Attract quick interest with variable media types:
  - Blog Posts
  - Short Video
  - Articles
  - How-To's
  - Simple Infographics
- Convert prospects with high value assets:

- Case Study
- Presentation
- Webinar
- Newsletter
- Industry Research

- Comparison Guide
- Large Infographic
- Checklist
- Whitepaper
- E-book

- Spec Guide
- Long Format Video
  - Online Courses
  - Tutorials





# WEBINARS & SEMINARS

Webinars & Seminars allow content creators the ability to host live and on-demand online education to targeted audiences that drive response.

Position your brand as a recognized thought leader in a format that inspires new prospects and nurtures existing possibilities through your sales funnel.





# WEBINARS & SEMINARS

Educate Your Ideal Prospect With Relationship-driven, Expert Leadership And Instruction...

**WEBINARS & SEMINARS** are consistently superlative engagement tools, providing deep-dive, subject matter expert (SME) level relevance to audiences.

Additionally, the product offerings are some of the few content sources available to marketers that reveal a participant's level of engagement. Perfect for lead scoring and nurturing as prospects inform.

Specifically, your brand benefits as you:

- Develop educational content the market desires
- Invite key audiences to engage with your content
- Deliver content in a 1:1 formats
- Nurture audiences with education
- Conduct audience research before/during/after engagement
- Build brand equity with viewers
- Captivate through Live Q&A sessions

FOR  
**Construction**  
PROS.com®

INNOVATION  
EDUCATE  
LEARN  
ONLINE  
GROWTH  
SUPPORT  
INFORMATION  
IMPROVE  
COMMUNICATION  
BUSINESS  
SOLUTION  
EXPERIENCE


WEBCAST

### Summary

#### Intelligent Technology to Advance Compaction


The importance of compaction cannot be understated to the success of a project. New roller technology available today is engineered to help operators achieve more precise and consistent rolling patterns and density results. Learn how Hamm's line of asphalt compaction equipment can help improve overall performance, while reducing cost and impact on the environment.

Sponsored by



By registering, I acknowledge and agree to AC Business Media's use of my contact information to communicate with me about offerings by AC Business Media, its brands and affiliates consistent with AC Business Media's Privacy Policy. In addition, I understand that my personal information will be shared with any sponsor(s) of this webinar, so they can contact me directly about their products or services.

### Speakers



**Tim Kowalski**  
Applications Support Manager - Hamm  
Wirtgen America Inc.

Tim has been in the construction industry for over 31 years, 16, working on Quality Control of Asphalt, Aggregates, & Concrete and the last 15 with Wirtgen America as an Applications Support Manager for Hamm rollers.

### Overview

**Title:** Intelligent Technology to Advance Compaction

**Duration:** 40 minutes

Available On Demand

### Register Now

[Already Registered?](#)

\* Denotes required.

**REGISTER**

You must have Javascript and Cookies enabled to access this webcast. [Click here for Help.](#)



# WEBINARS & SEMINARS

Utilize one of two content strategies to deliver thought leadership advantage while driving leads...

### WEBINARS:

- ✓ **Client driven** topic and presentation—not a sales pitch, but a chance to highlight your subject matter experts
- ✓ Delivered **live, on-demand or both** – your choice
- ✓ Turnkey marketing, promotion, execution, analytics
- ✓ **Your experts** create topic, description and presentation
- ✓ 100 lead minimum

### SEMINARS:

- ✓ **Editorially driven** topic and presentation—work with us to customize from a list of hot topics in the industry and we will provide the speakers
- ✓ Delivered **live and on-demand**
- ✓ Turnkey marketing, promotion, execution, analytics
- ✓ **Our experts** create topic, description and presentation
- ✓ 100 lead minimum





# MQL VIDEO

Fuel your lead funnel FAST by converting existing video and webinar content into marketing qualified lead (MQL) generators.

MQL Video is an easy way to capture audience leads that consume video content in the moment it happens, all powered by the [ForConstructionPros.com](https://ForConstructionPros.com) digital engine.





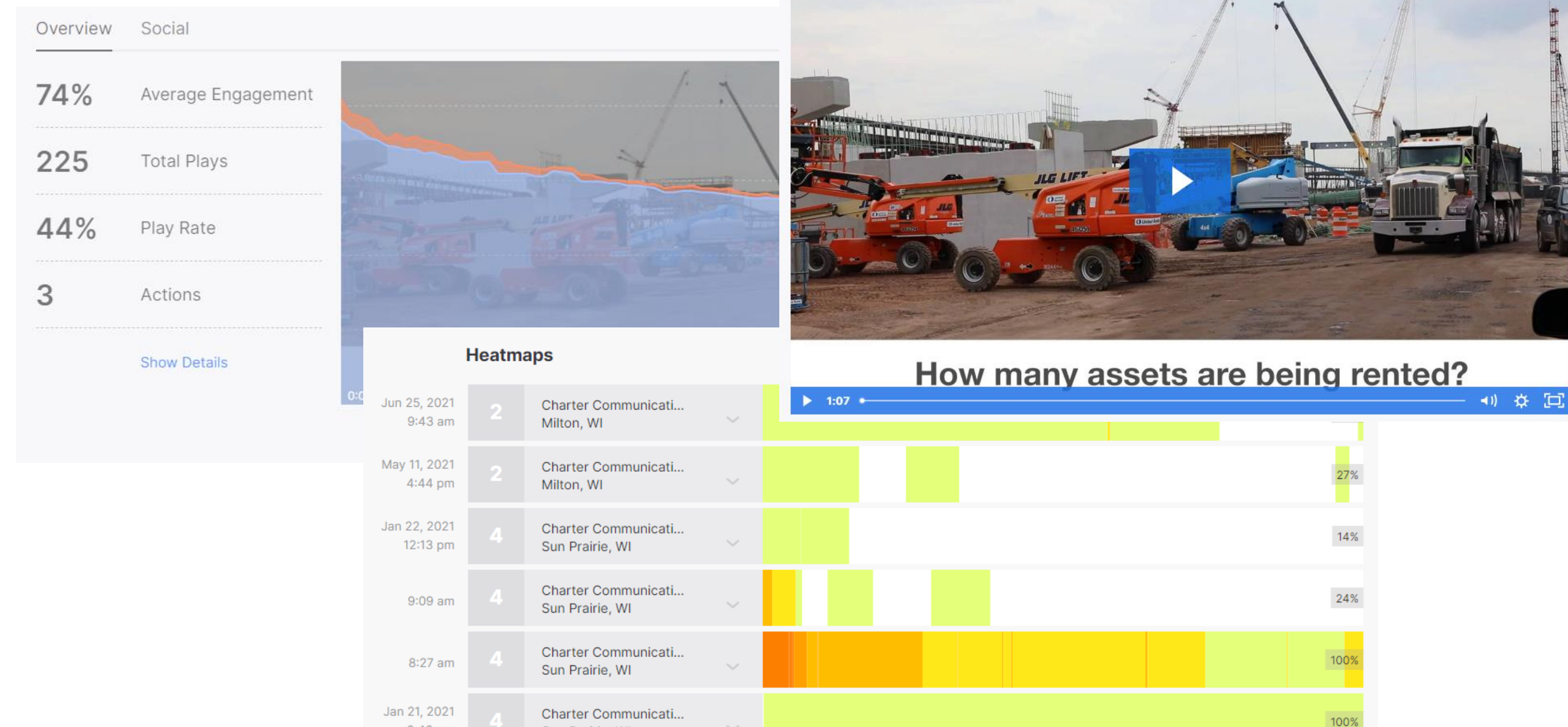
# MQL VIDEO

On Demand Videos That Fuel The Top Of Your Lead Funnel – Fast!

**MQL VIDEO** creates a quick gate to your current video product and packages it for rapid fire distribution across the ForConstructionPros.com digital ecosystem.

Users access your video or webinar content after completing a brief, “Click Play” lead input that includes name, email address & company.

Full video analytics, play engagement, and lead info are easily available throughout your campaign.

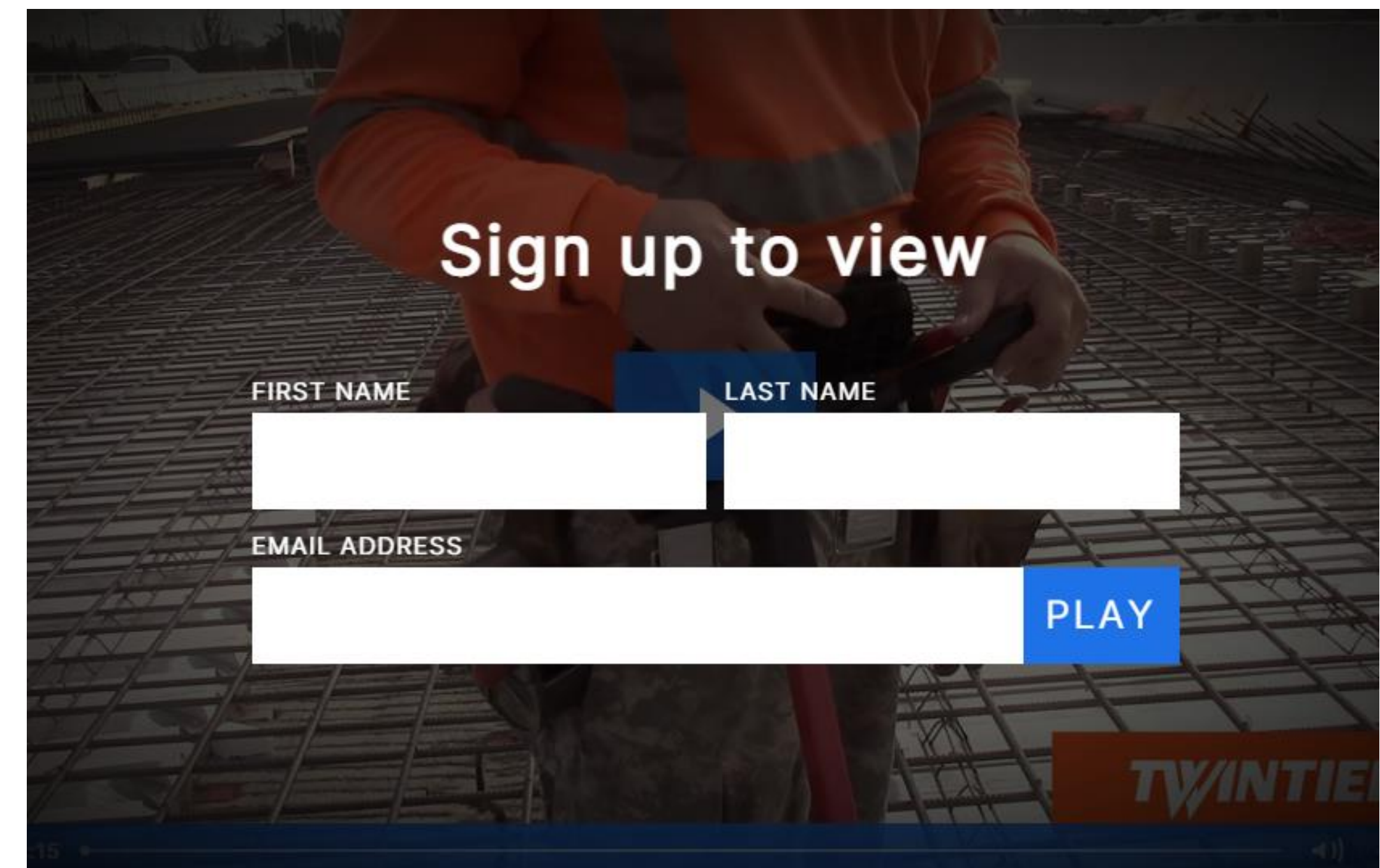




# MQL VIDEO

As a participant, you will benefit from:

- High volume, gated engagement for early identification of future sales prospects.
- Using available video technology, we convert and repurpose your video content and webinar investments into active lead generators.
- Best in class lead generators include:
  - Webinar
  - How-to
  - Product Walk
  - Around
  - Interviews
- Upgrade options available that will allow post-lead append of data to any available firmographic information (including sales volume, company size, annual revenue...and more!)





# ENTENT

## SUMMARY OF OFFERINGS



	ENTENT Premier	Catalyst	Content Marketing	Webinars & Seminars	MQL Video
Lead Type	Intention Based SQLs	MQLs & SQLs	MQLs Only • SQLs Only • Both	MQLs & SQLs	MQLs Only
Lead Quantity	Minimum Lead Goal Specified	No Set Minimum	Lead Goal Specified	Webinar: 100 Lead Guarantee Seminar: No Set Minimum	No Set Minimum
Promotion	No specific package is guaranteed. Promotions are executed in support of campaign and aimed at achieving lead goals	Specific package guaranteed and scaled by tier	No specific package is guaranteed. Promotions are executed in support of campaign and aimed at achieving lead goals	No specific package is guaranteed. Promotions are executed in support of campaign and aimed at achieving lead goals	Specific package guaranteed and scaled by tier
Content	Finance Offers	Product Giveaway Incentive	High Value Content Assets	Educational, trending or emerging topical content	Video
Timing	Campaign Specific	2 Weeks	30 – 90 cycles are typical but can vary based on campaign	6 Weeks Surrounding Event 12 Month On-Demand	1 Month
Investment	Campaign Specific	Basic: \$7,500 Enhanced: \$10,500	\$5,000 Minimum Spend	Webinar: \$10,000 Seminar: \$8,500	Basic: \$6,500 VideoPLUS: \$8,500